

CURIO CATALOG

NO. 77

**CURIOS
JEWELRY
NOVELTIES
INCENSE
PERFUME
BARGAINS!**



Buy From the KING NOVELTY CO.
2244 COTTAGE GROVE AVE., CHICAGO, ILL., U.S.A.

HELP YOURSELF to LOVE and HAPPINESS

Long
lasting
fragrance



HOLD YOUR MAN PERFUME

Keep smelling Sweet, and Help ATTRACT the man you Love. Help Hold Your Man. Help keep him around by Smelling Sweet with the use of this Perfume. Order a bottle of "HOLD YOUR MAN" Perfume.

No. C-112 **25¢**
A wonderful name for this Sweet Odor.

GOOD TIMES PERFUME

Extra
strong
perfume



We all want Good Times, fun, and popularity. Girls like Men who smell good. Men go for Girls who ATTRACT with Perfumed Sweetness. Most everybody wants to be Popular—get invited out—have Good Times and a lot of Fun. Put a Little "GOOD TIMES" Perfume on Handkerchiefs, Lips, or on your body, and help yourself to more Thrills and Happiness, by Smelling Sweet and Alluring.

No. C-115 **25¢**

USE HI-CLASS PERFUME *Attract and Hold Your Loved One by Smelling Sweet and Lovely*

He whispers to Her:
I LOVE YOU SINCE
YOU'VE BEEN
USING
THAT
NEW
PERFUME



She to Herself:
THIS LUCKY
LOVIN' PERFUME
IS MY LOVE SECRET
— IT SURE IS GOOD

LUCKY LOVIN' PERFUME

Girls,
Women,
Men, Boys

Here is the LUCKY LOVIN' Perfume for you all. Help open the Door to Love and Happiness by keeping yourself Smelling Sweet and Alluring.

Put a few drops of

LUCKY LOVIN' Perfume on your handkerchief, clothes, lips, under arms, or behind ears, before going out on dates, parties, etc.

Sweet,
Lasting



Perfume
Helps in
Love

Perfume has been used in all civilized ages and times by Ladies and Men to smell sweet and HELP ATTRACT their Loved One. Perfume yourself all over so when you step out Folks will notice you. Help draw friends. Have Happiness, Thrills and Good Times by smelling Sweet with LUCKY LOVIN' Perfume.

Highest
Quality

Order a Bottle of Lucky Lovin' Perfume

Just look at this LUCKY LOVIN' Perfume. You should LOVE to smell it, because it has a Sweet, Thrilling, Odor. The Man and Girl in Love's Embrace on the label brings to you the Spirit of LOVE.

No. C-116 **35¢**



LUCKY JOCKEY CLUB PERFUME

Be Wise. Use LUCKY JOCKEY CLUB Perfume. A few drops lasts a long time. Real loud and strong. Passionate fragrance should be a Help in ATTRACTING the opposite sex. Get a Bottle Today. Put on handkerchief, clothing, lips, under arms or behind ears.

No. C-114 **25¢**

LOVE ME QUICK PERFUME

Sweet
lasting
odor



Is your Sweetheart neglecting you? Do you crave to quickly find yourself in the arms of your loved one? The strong aroma of LOVE ME QUICK Perfume seems to surround you with an air of mystic charm that may help bring Quick Action in matters of Romance and Love. So act quick. Order a bottle of this Thrilling Perfume Today. Invite Love and Romance by smelling sweet.

No. C-117 **25¢**

SEND ALL
ORDERS TO

KING NOVELTY CO.

2244 COTTAGE GROVE AVE.
CHICAGO, ILL., U.S.A.

Save Money BUY NOW

Latest Styles!

ONLY
19¢
A PAIR

BIG BARGAIN

SPECIAL VALUE:— Full length, ringless Rayon Hose. Reinforced Heel and Toe, and stretchy welt. Good Quality. Latest Shades: French Tan (Deep Tan), Dark Brown, Light Gray, and Dark Gray. **SIZES:**— $\frac{3}{4}$ to 10 $\frac{1}{2}$. State Size and Shade.

No. H-919—Pair... **19¢**

2
pairs
for

39¢

KNEE HIGH Hose—Elastic garter Top. No need to roll your stockings. Rayon ringless. French Tan, Bronze Tan, Dark Brown, Gray. **SIZES:**— $\frac{3}{4}$ to 10. **H-920—2 Pairs...39¢**

KNEE LENGTH

PURE SILK

only
49¢
a pair

KNEE HIGH—Pure Thread Silk Chiffon, with "Lastic Garter Tops." Cruise Tan, Dark Brown, Deep Tan, Dark and Light Gray. **SIZES:**— $\frac{3}{4}$ to 10. **No. H-921.....49¢**

DRESS UP STOCKINGS

Pure Silk Thread

only
59¢ a pair

PURE THREAD SILK—Lacy Top Sheer Chiffon. Open back and stretchy welt—Shaped feet and ankle—Plaited French Heel and Sole for double wear. Order these **PURE SILK Dress Up Stockings**. Looks like \$1.00 Hose. **SHADES:** French Tan, Dark Tan, Copper Blush (Deep Tan), Gray Dusk (Medium Gray), Light Gray, Dark Gray. **SIZES:**— $\frac{3}{4}$ to 10. **No. H-922.....59¢**

PURE SILK BLACK HEELS

Very Pretty Fancy Rayon Panties. Lovely wide ecru lace on pantie legs. Elastic waist band. **COLORS:**—Tea Rose and Pink. **SIZES:**—Large, Medium and Small. State Size and Color. **No. H-927—Panties.....25¢**

EXTRA FINE Quality. Rayon Panties. Double Rayon crotch for extra wear. Trimmed with Blue and Pink Lace and Net Applique designs. **COLORS:**—Tea Rose and Pink. **SIZES:**—Large, Medium and Small. **No. H-928.....39¢**

CLASSY FULL FASHIONED

BOTH for 29¢

REAL BUY!

BIG SPECIAL PANTIE OFFER. Cute Panties of Crepe Knit Rayon. Fancy mesh designs. Panties legs bound with Double Stitched Rayon Bands. Comfortable elastic waist bands. Take Advantage of this Big Bargain Offer. Get Two for One Price. Save Money when you buy from us. **COLORS:**—Pink and Tea Rose. **SIZES:**—Large, Medium and Small. State Size and Color. **No. H-929—Two Pair.....29¢**

Good Quality, Full Length. genuine ringless. Rayon Fashion marked. **Shades:**—Aloha Tan, Copper Blush, Dark Brown, Light Gray, and Dark Gray. **SIZES:**— $\frac{3}{4}$ to 10 $\frac{1}{2}$. **No. H-926 Two Pairs. 43¢**

Fine Quality, Genuine ringless Rayon—Dull Finish, Fancy Picot Top. Fashion marks. Double reinforced Sole and Heel. **Shades:** Light Brown, Dark Brown, Tan, Light and Dark Gray. **SIZES:** $\frac{3}{4}$ to 10 $\frac{1}{2}$. **No. H-924...39¢**

PURE SILK

FULL FASHIONED

DOUBLE SOLES

FULL FASHIONED—Beautiful flawless sheer Chiffon, all Silk Hose. Ravel stop to help prevent runs. Fancy Picot edge with double Silk Garter tops. Reinforced Heels and Toes. Truly Gorgeous Dress Up Hose. Get at least one pair to wear to Special Parties. Attract attention. **Shades:** French Tan, Malibu Brown, Light Brown, Dark Brown, Light or Dark Gray. **SIZES:** $\frac{3}{4}$ to 10 $\frac{1}{2}$. State Size and Color. **No. H-925.....69¢**

LATEST BLACK HEELS—Beautiful Chiffon Pure Silk Sheer Hose. Mock seams. Fancy picot edge top. Reinforced Toes and Heels for better wear. Fashion marks. Makes the legs look very pretty. **NEW SHADES:**—Tropic Tan, French Tan (Light Tan), Dark Brown, Gray Dusk (Medium Gray), Light and Dark Gray. **SIZES:**— $\frac{3}{4}$ to 10 $\frac{1}{2}$. **No. H-923....48¢**

2 PAIRS For 43¢

39¢ a pair

PRICE 69¢

SEND ALL ORDERS TO KING NOVELTY CO. 2244 COTTAGE GROVE AVE. CHICAGO, ILL., U. S. A.

LUCKY MO-JO HIGH GRADE INCENSE



**Oriental Type Fragrance
Smells Real Sweet
Lasts Long Time**

Perfume Your Home

Burn Lucky Mo-Jo Incense three times a week according to directions on each box. The sweetness will linger for days. Your friends will love to visit you and remark at the delightful perfumed fragrance that fills your home. Lucky Mo-Jo Incense is economical to buy because you can use less and the fragrance lasts for so long a time after it is burned. There is also a NUMBER that many call LUCKY packed in each package. However, we make no claims that it is LUCKY or of any value.

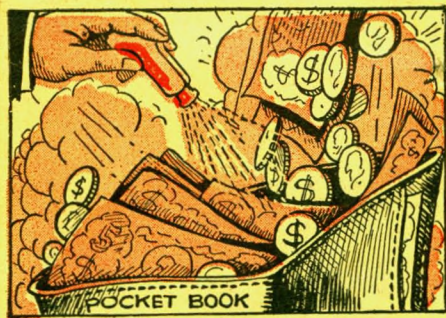
Many Burn Incense for Luck

The burning of Incense for Luck was a secret belief known to Ancients, Orientals and people of many different faiths and religions. For thousands of years Chinese, Turks, Orientals and people of the Far East burned incense for Mystic Ceremonies and Invocations. They believed that it drove away enemies and attracted Good Fortune. We make no representations or claims like this except that it is a high grade incense made from a special Oriental Formula that possesses a delightful fragrance. We believe you will receive unusual satisfaction when you burn Lucky Mo-Jo Incense and smell its sweet perfume that diffuses the atmosphere.

Order by No. A-201
Price Only

50c

LUCKY MO-JO 7-11 HOLY TYPE OIL



Sometimes Used This Way

HOW TO USE IT

Put a few drops on your hands, arms, and body. Rub until it becomes dry. Sprinkle a few drops in your dresser drawer or in clothes closet or around your home. Many people like to sprinkle it on their money. Try a bottle. We believe you will be pleased and receive great satisfaction.

ANCIENT HOLY CUSTOM

One of the many commands, which Moses received from the Lord on his return from the Land of Captivity, were those of erecting the altar of Incense and Compounding the HOLY Oil and Perfume. In Exodus XXX, it reads as follows: "And thou shalt make it an Oil of HOLY ointment, an ointment compound after the art of the apothecary; it shall be an HOLY Anointing Oil." This Oil served to anoint the Tabernacle, the Ark of Testimony, the Altar of Incense and the Candlesticks, and all the Sacred Vessels. The Ceremony was confined to the High Priest, and was performed by pouring Oil on the head in sufficient quantity to run down on the beard and the skirts of the garments.

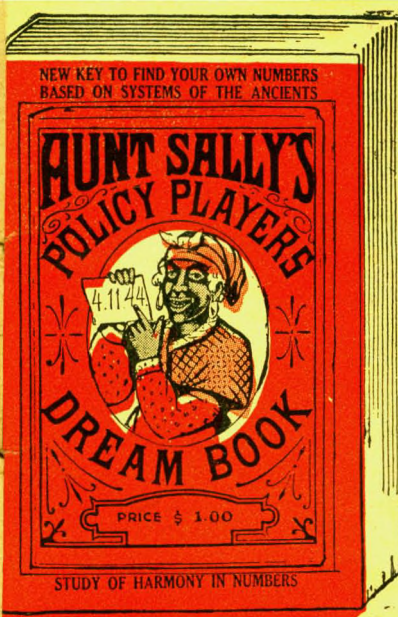
This Holy Type Anointing OIL is an attempt on our part to produce a product that reproduces to the best of our knowledge the odor of the HOLY Anointing OIL mentioned in the Bible. We believe that we have improved on the vehicle that carries the essences so that it will be more pleasant and easier to use. It is believed by some superstitious folks that rubbing or sprinkling OIL on their clothes would bring Luck in various undertakings. However, we make no claims that this article is Holy or Lucky and have given it the name of HOLY Type OIL as a trade name. If you try our LUCKY Mo-Jo 7-11 Brand HOLY Type OIL, we hope you will be real pleased.



Order by No. A-202
Price Only

50c

SEND ALL ORDERS TO **KING NOVELTY CO.** 2244 COTTAGE GROVE AVE. CHICAGO, ILL., U.S.A.



AUNT SALLY'S POLICY PLAYER'S BOOK

The Big Book of Numbers

This great book gives the Author's interpretations of Dreams and Numbers to which they apply,—Good Combinations to Play, Tables for Finding what are supposed to be Lucky Numbers, Saddles, Gigs, and Horses. We take no responsibility for any claims or errors made in or concerning this book but simply give the author's version.

SUMMARY OF CONTENTS

Lucky Numbers, Numbers that Harmonize, Interpretation of Dreams and Numbers to which they apply, Significance of Cards Dreamed and their Numbers. Good Combinations to Play, Table for Finding Lucky Numbers. Numbers and Dreams of the Months, Numbers for the Days of the Week, The Oraculum or Napoleon Bonaparte's Book of Fate, Ladies' List of Numbers, Gentlemen's List of Numbers, Alphabet and List of Numbers which they denote, Single and Combination Numbers for Dreams, Dominoes and their Numbers, Flowers and their Numbers. Be sure to get this Famous Dream Book.

Order by No. B-605
Price Only.....

\$1.00

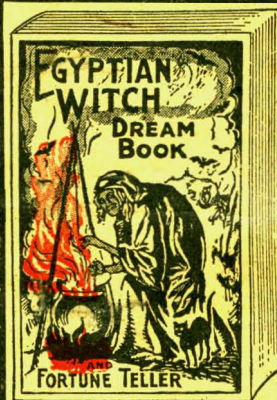


HI-JOHN The Conqueror Root

To this root has been attributed more wonderful and Lucky properties than we have ever heard of. Certain Voodoos claim that a person carrying a piece of this HI-JOHN the CONQUEROR Root will never be without money and be extremely Lucky in games and successful in his undertakings. We make no representations to this effect but sell only as a Curio and we have known that many people have been very pleased with possessing a HI-JOHN the CONQUEROR Root.

Order by No. A-209
Price Only.....

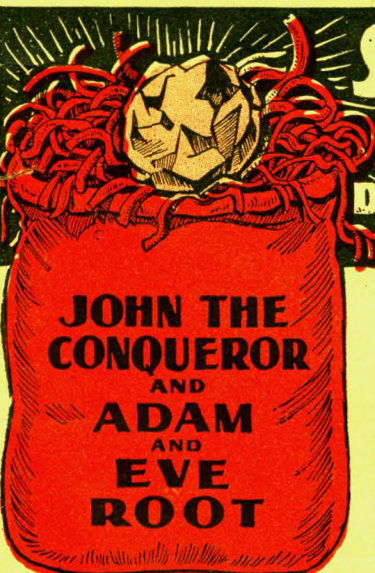
50c



EGYPTIAN WITCH DREAM BOOK

This Famous Egyptian Witch Dream Book gives you list of Dreams and their Meanings — The Significance of Foretelling Future Events—Fortune Telling by Cards—Palmistry—To Discover a Thief—To See Your Future Husband—Signs to Choose Good Husbands and Wives—Charms and Spells. We take no responsibility for any claims or errors made in or concerning this book but simply give the author's version.

Order by No. B-606 Price. **30c**



SOUTHERN STYLE HERB BAG DRESSED WITH SOUTHERN STYLE VAN-VAN OIL

To Those of our Customers Who Might Want an ALGIERS Southern Style Herb Curio Bag, we have prepared this remarkable collection of Herbs, Roots, and Lodestones.

Certain Voodoos, Witch Doctors, Fetish Worshipers, claim that a Bag of certain Herbs, worn on the person would drive away Evil and bring Good Luck in Games, Business, Love, etc. However, we make no representations to this effect. We are merely stating facts which have come to our attention. It is also well known that many people carry Luck Stones, Luck Roots, etc., on their person and many have attributed unheard of achievements to their particular Luck Charms. However, if you wish this specially prepared Southern Style Herb Bag, we sell only as a Curio. Get yours NOW!

Dressed with Van Van Oil

Order by No. A-505

Price. Dressed with Van Van Oil.....

\$1.00

Agents Wanted—Write King Novelty Co. 2244 COTTAGE GROVE AVE. CHICAGO, ILL., U. S. A.



LODESTONE

GENUINE MAGNETIC

The Romans believed that the **LODESTONE** kept husband and wife faithful and their **Love** secure. Orpheus attributes to the **LODESTONE** the power of attracting the **Love** of gods and men, and it was frequently set in Wedding rings for this purpose. In India the **LODESTONE** is believed to give vitality and health to those who wear it, and it is very popular amongst Mohammedans as a Talisman against **Evil Spirits**. In Elizabethan days mariners had great faith in this stone as a preservative from shipwreck, and also as an Amulet against gout if worn against the skin.

Magnetic:

Hoo-Doo Men from the land of Dixie made **Conjure Bags** in which they placed pieces of Lodestone, for the purpose of **Hoodooing, Driving Away Evil Spirits, Drawing Folks** to you, or so called **Home Breaking, and Good-Bye Enemy Tricks, Job Getting, and general Good Luck.** We have known many people who would not be without carrying a **LODESTONE** around with them. We have found this especially true among Folks that like to do **Gambling, Play Horses, and Number Games** of Chance, and who wish to win in **Love Affairs.** We do not sell this **LODESTONE** for any of these purposes; neither do we make any claims that it is **LUCKY,** or that it will **Drive Away Evil Spirits,** but sell only as a **Curio,** and the use, which you wish to put it is your own affair. We do, however, guarantee that this **LODESTONE** is **Genuinely, Magnetically Alive,** or your money refunded. We have taken extreme care in securing only the best grade of **LODESTONE.** If you wish this **Genuine, Magnetically Alive** piece of **LODESTONE,** send your Order **NOW.**

Order by
No. A-208
Price Only.....

50c



LODESTONE POWDER

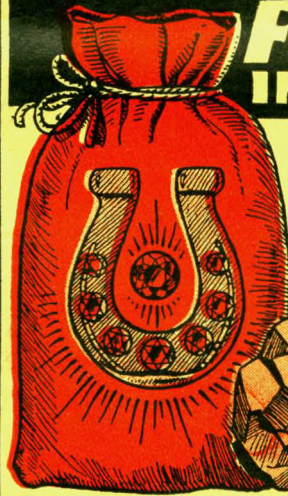
Draws to Lodestone

Steel dust, or so called, **Lodestone Powder,** was used for **Conjure** purposes, placed in **Red Flannel Bags,** together with **Lodestone** and other so called **Luck Pieces** for the purpose of bringing **Good Luck, Driving Away Evil, etc.** The steel filings were also sprinkled upon **Lodestone** to draw a Person to you and get a **Job.** We make no claims to this effect, or that this so called **Lodestone Powder** will bring **LUCK, or Drive Away Evil,** and sell only as a **Curio.** Order yours **NOW.** Send 25c for one package or 50c for three.

Order by No. A-204F
Price Only.....

25c

NOVEL LODESTONE FIXED IN BAG



WITH
LODESTONE POWDER AND MAGNETIC SAND



LODESTONE CARRYING BAG

A Book on Folklore states that an old Conjuror made a **Job Getting Hand** by sprinkling steel filings upon **Lodestone,** (to draw a person to you), and tied all these in a **Red Flannel Bag.** Instructions were to wear this over your Heart, look your man straight in the eye, and concentrate upon getting it. We have Prepared This Wonderful **Curio Bag,** which consists of **TWO Genuine Magnetic Lodestones,** together with a generous supply of **Lodestone Powder and Magnetic Sand,** and placed all in a **Red Flannel Carrying Bag.** We make no claims that this combination of articles is **LUCKY,** or has any Supernatural Power, and sell only as a **Curio.** The **TWO Lodestones** are guaranteed **Genuine,** and are especially selected to have **Magnetic Power.** The **Red Flannel Bag** is included.

Order by No. A-504
Price.....

\$1.00

MO-JO Brand MAGNETIC SAND

NO EXTRA CHARGE FOR RED FLANNEL BAG

We have many calls for this **Magnetic Sand.** Many of our customers like to carry a little in a **Red Flannel Bag,** or sprinkle it on a piece of **LODESTONE,** and believe it to be **LUCKY.** It is **Magnetic Iron Oxide,** and for that reason we have given it the name of **Magnetic Sand.** We make no claims that it is **LUCKY,** and sell only as a **Curio.** It comes packed in a **Glass Jar,** and we furnish a **Red Flannel Bag** without extra charge. Order yours **Today.**

Order by No. A-207
Price Only.....

35c

Three for Only \$1.00



SEND ALL
ORDERS TO

KING NOVELTY CO.

2244 COTTAGE GROVE AVE.
CHICAGO, ILL., U.S.A.

SUCCESS Brand WAXEN CANDLES

CANDLES USED IN RELIGION

The Burning of Candles is an old custom, which has been followed religiously for years. One Book states that Witches would be kept awake by carrying a lighted Candle about from 11 to 12 o'clock at Midnight. The story goes that the Witches tried to blow out the Candle, but if the flames burned steadily until Midnight you were safe. Another Author states, that in his belief, the lighted Candle so often used by the New Orleans Voo-Doos is simply a copy of the Candles burned by the Catholics to their Saints. It was also mentioned that a New Orleans Spell was worked by four nickels arranged in the form of a Cross with the Candle at the head and foot. In New Orleans Voo-Do practices, Blue candles were used for Love. The author of this book also states that Candles, too, are regarded as a PROTECTION against Spells. It is believed among certain classes of people that the burning of Candles would bring GOOD LUCK, Help one Win in Love, and Drive away so called Evil Spirits. For Polks who wish to buy Candles for whatever purpose they want to put them to, we have prepared this box of SUCCESS Brand CANDLES. We make no claims that the burning of these Candles will bring LUCK, Drive away Evil, etc., and sell only as specially moulded, High Quality Candles. Choose the colors you want.

FREE

Of Extra Charge. Wick Anointing Oil will be furnished with each box of Candles.

1 Dozen Assorted Colors. **\$1.10**

RED	No. A-301	1 Doz. In Box....	\$1.00
YELLOW	No. A-302	1 Doz. In Box....	\$1.00
BLUE	No. A-303	1 Doz. In Box....	\$1.00
BLACK	No. A-304	1 Doz. In Box....	\$1.00
WHITE	No. A-305	1 Doz. In Box....	\$1.00
GREEN	No. A-306	1 Doz. In Box....	\$1.00

NOTE—We will assort up one dozen of these SUCCESS Brand CANDLES in a box—choice of any colors you wish for only 10c additional.



MO-JO LUCKY CURIO BOX



All for **\$1.00**

Voo-Do and so called Hoo-Do and Conjure Doctors have made what they call HANDS. These are often sold for as high as \$5.00 or \$25.00. Some folks want such things for the purpose of Drawing Luck, Getting Jobs,

Winning in Love, Bringing back their Sweetheart who has gone off with someone else, Winning in Gambling Games of Cards, Dice, Policy, or almost anything else that was wanted. These so-called HANDS often consisted of a Red Flannel Bag in which ROOTS and LODESTONES were placed. We have prepared this MO-JO Brand CURIO BOX which contains the following: Magnetic Lodestone, High John the Conqueror Root, Two Adam and Eve Roots, One Vial Van Van Brand Oil, and Red Flannel Bag. We make no claims that these articles have any Supernatural value, as Job Getters, Luck Bringers, or for Driving Away Evil, and sell only as an interesting Curio. If you wish this Big Box of Curos, for only \$1.00, send your Order Today.

Order by No. A-500
Price Complete in Box. **\$1.00**

Alleged LUCKY OMEN SYMBOL RING

Get this Mystic looking Ring, with Chinese Symbol on stone. The Manufacturer of this Ring states that this symbol means "Good Wind," and the Chinese symbols on the side of the Ring designate "Happiness," and the entire meaning of the Ring means "Good Wind of Happiness," or a "GOOD LUCK" Ring. Many of our customers like to wear this Mystic, Weird Looking Ring, with flashy Red stone, engraved with strange looking, Chinese letters, and feel that it is a sort of LUCK Piece and Amulet. We have, therefore, given this Ring the name of alleged LUCKY OMEN Ring, but we do not claim that it will bring LUCK, or have any supernatural effect. Be first to wear this Mystic, Unusual Ring. Send piece of string showing finger size.



Order by No. J-126 Price Only. **\$1.00**

LUCKY MO-JO Alleged GOOD LUCK COIN

Thousands of people are carrying POCKET LUCK PIECES from which they would not part for anything. The LUCKY MO-JO Alleged GOOD LUCK COIN may be just the thing you would also like to carry. On this Coin you will find engraved some of the most famous emblems of LUCK as follows: Horse-shoe Nail, Lady Luck, Four Leaf Clover, Horseshoe, Wishbone, Happy-Go-Lucky, Lucky Luck, Blue Birds of Happiness, Indian Luck, Gypsy Luck, Lucky Mo-Jo Heads, Truth, Love, and Romance. Carry all of these in your pocket at one time. We make no representations that this coin has LUCKY Properties and sell only as a curio. However, many of our customers have been pleased.

No. A-221
Price Only. **50c**



C. O. D. ORDERS—If you don't have money handy, just make your Order for \$1.00 or more and ask us to send C.O.D. Pay Postman amount of Order plus few cents postage when he delivers your package. Send all orders to KING NOVELTY CO., 2244 Cottage Grove Ave., Chicago, Ill., U. S. A.

ADAM AND EVE ROOT



The ADAM and EVE ROOT is a familiar root used by conjure men for so-called Hoodooing. Such Roots we believe were carried around on the person for the purpose of bringing GOOD LUCK, Winning in Love Affairs, Winning in Games of Chance, and almost anything else desired. We, of course, make no claims that the ADAM and EVE Root will bring the above mentioned GOOD LUCK. If it does, it may only be a coincidence. We sell only as a Curio or curiosity. Two Roots are packed in a box labeled "MO-JO Brand."

Order by No. A-211 **50c**
2 Roots in Box.....
3 Boxes for \$1.00

Queen Elizabeth ROOT



We believe that this is one of the Roots used by Voodooes for conjure purposes. There are so many stories told by different people regarding the use of Roots for Winning in Love, Drawing Money, Getting Jobs, that we do not know which to believe, but the fact remains that so-called Root Doctors have placed Roots in Red Flannel Bags, and tied these around the neck for so-called Hoodooing. We make no claims that the QUEEN ELIZABETH Root is Valuable for this purpose, and sell only as a Curio.

Order by No. A-212 **50c**
Price Only.....

Three for \$1.00

DRAGON BLOOD POWDER



We do not know what it is about this DRAGON BLOOD POWDER that makes it sell so fast. Our customers have ordered it time and time again. Many people burn it as an incense, and derive great joy this way. Whatever you have in mind to use this DRAGON BLOOD POWDER for is your own privilege. If you buy it from us you can be sure that you are getting the Genuine DRAGON BLOOD POWDER.

Order by No. A-204D **50c**
Price per Box.....
3 Boxes for Only \$1.00

LIFE EVERLASTING



One Book on Folklore states that the LIFE EVERLASTING Root has been used for Fever and Toothache. The most interesting thing regarding the Root is the name, LIFE EVERLASTING, and it is probably for that reason that it has been such a Big Seller with us. We make no claims that this Root has any Medicinal Value, and sell only as a Curio. We hope that you will be real pleased with it. Packed in box, under the name, "MO-JO Brand," and mailed in a plain wrapper.

Order by No. A-214 **25c**
Price Only.....
THREE BOXES for Only 50c

SALEP ROOT LOOKS LIKE A HAND



This is one of the most odd, weird looking Roots we have ever seen. It is uncanny in appearance and looks like a Human Hand. We have sold more of this Root than any other and we believe this is due to the Hand shape of the Root. Amaze your Friends by possessing this unusual looking root. If you wish to get this HAND Shaped ROOT send 50c for two Roots packed in a Box, or Three Boxes for Only \$1.00, Order Yours Today.

Order by No. A-215 **50c**
Price Only.....

SOUTHERN JOHN THE CONQUEROR ROOT



The Southern John the Conqueror Root is a famous Root, well known by many folks in our Southern States. It is indeed an odd looking Root. We have sold many thousands of these Southern John the Conqueror Roots to many of our customers who enjoy possessing one. Would you like this Curio? If so, order your Southern John the Conqueror Root. Comes packed in a box under the name "MO-JO Brand." Sent in a plain wrapper.

Order by No. A-216 **50c**
Price per Box.....
3 Boxes for Only \$1.00

FIVE FINGER GRASS



This plant has a leaf divided in Five Segments. We believe that this Root has been used by many people for Hoodooing, that is, for the purpose of Warding Off Evil and bringing Good Luck in Money Matters and Love Affairs. However, we do not claim that the Five Finger Grass will Drive Away Evil or Bring Good Luck, and sell only as a Curio. Comes packed in a box under the name MO-JO Brand.

Order by No. A-217 **50c**
Price per Box.....
3 BOXES for Only \$1.00

DRAGON BLOOD STICKS



Many of our customers like to carry the DRAGON BLOOD STICKS as a Curio. We do not know what the reason is, but have heard someone state that the Genuine DRAGON BLOOD STICK is very LUCKY. We are not telling you this that you should buy it for this purpose, but thought that you might be interested in hearing about anything that has been claimed LUCKY. If you wish the Genuine DRAGON BLOOD STICK, we make no claims that it is LUCKY, and sell it only as a Curio, packed in a box, under the Trade Mark "Mo-Jo Brand."

Order by No. A-218 **50c**
Price per Box.....
3 Boxes for Only \$1.00

PLANT of PEACE



A Book on Folklore tells this about the PLANT of PEACE (Arisaema triphyllum):—"Take the leaves, rub on hands."

Use to make "Hands" to bring enemies." We are stating a belief regarding the PLANT of PEACE, and do not sell it with any claims that it will bring Security, Peace, or Protect from Enemies. If you wish to possess the PLANT of PEACE Root, as a Curio, send your Order Today. Packed in a very attractive box.

Order by No. A-220J **50c**
Price per Box.....
3 Boxes for Only \$1.00

DEVIL'S SHOE STRING



A certain Book on Folklore gives the following belief regarding DEVIL'S SHOE STRING:—"Cut Root into small pieces, put camphor or whiskey on it, rub on your Hands—Will give you control over any woman. Carry a bit in your pocket, no snake will bite you; Lay a piece in a man's path, he will never have any more money." Use it for a Gambling "Hand." We make no claims that this Root will have any supernatural effect as above mentioned, and sell only as a Curio.

Order by No. A-220 **50c**
Price per Box.....
3 Boxes for Only \$1.00

SEND ALL ORDERS TO

KING NOVELTY CO.

2244 COTTAGE GROVE AVE. CHICAGO, ILL., U.S.A.

JOHN the CONQUEROR Brand FLOOR WASH



Enjoy a Happy Home Life. CLEAN AWAY foul, bad odors in the house. Just pour one or two teaspoonful of JOHN the CONQUEROR Brand FLOOR WASH in a pail of water. Wash Floors, Scrub Woodwork, and clean Doorsteps. Get into corners of rooms, closets, and dark places. This Highly Perfumed JOHN the CONQUEROR Brand FLOOR WASH helps the room smell Sweet and Pleasant. Folks should love to visit you and should want to stay in your house often. Men like the odor of Good Perfume, too, and should be glad to stay home and enjoy it. Wash away the mess and invite Folks to stay. JOHN the CONQUEROR Brand FLOOR WASH really does the work of making a home Sweet smelling. Just sprinkle a little in the corners of rooms, closets, under chairs, and behind doors. You should love the Sweet, Romantic Fragrance.

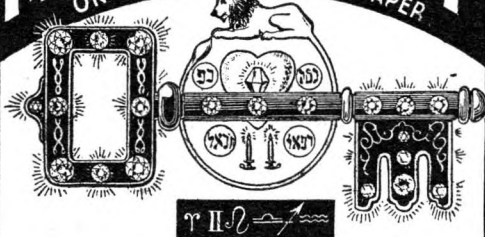
FREE OF EXTRA CHARGE

Order a bottle of 50c JOHN the CONQUEROR FLOOR WASH. We'll include FREE of extra charge one piece of HIGH JOHN the CONQUEROR ROOT.

No. A-205
Price Only. **50c**

MASTER KEY

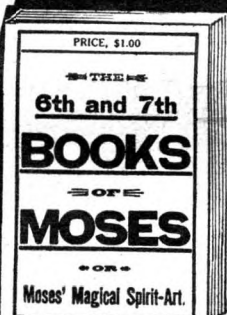
ON GENUINE PARCHMENT PAPER



The KEY has been used as a Talisman and Charm in India to keep off and scare away the Evil Spirit. Among the Singhalese Tribe, who believe they are constantly surrounded by Evil Spirits, there are some men and women who would not venture out of the House without a bunch of KEYS in their hands, for without such a Talisman they would fear that some DEVIL would take advantage of them. These have been worn for LOVE, WEALTH, and HAPPINESS, and it was a very important Talisman to both the Ancient Greeks and Romans. Many of our customers like to buy our Artist's conception of the MASTER KEY, reproduced on Genuine Parchment in Red Ink. We make no claims that it will bring LUCK, or drive away Evil and sell only as a Curio. This Master Key on Genuine Imported Parchment is one of our Biggest Sellers. If you wish to possess one, send your order NOW.

Order by No. A-249
Price Only. **50c**
THREE FOR ONLY \$1.00

JOHN THE CONQUEROR BRAND SPECIAL BIG OUTFIT



\$5.25 VALUE for ONLY \$2.66!



JOHN the CONQUEROR Brand PERFUME

JOHN the CONQUEROR ROOT IN BOTTLE



Certain Hoo-Doo Doctors have recommended the HIGH JOHN the CONQUEROR ROOT to conjure up LUCK in MONEY MATTERS, LOVE, or bring about that which was desired. We make no claims that the JOHN the CONQUEROR ROOT will do this. However, for those who wish it as a Curio we have placed this ROOT in a Bottle of Perfume, which we have given the name of JOHN the CONQUEROR PERFUME because of the ROOT in each bottle. Order a Bottle of this JOHN the CONQUEROR Perfume. Put a few drops on your clothes.

No. A-203C
Price Only **\$1**

Many claims of SUCCESS are made by certain Voodoos and Conjurors for the JOHN the CONQUEROR ROOT. There are many cases where a person who wanted the ROOT paid as high as \$3.00 for a single root. It is well known that certain superstitious people have carried in their possession JOHN the CONQUEROR ROOT, Lodestones, Seals, etc., for the purpose of Attracting GOOD LUCK, whether it be in Money Matters, Games of Chance, Winning Numbers, Love Affairs, or other purposes. We do not make any claims that the contents of the JOHN the CONQUEROR SPECIAL BIG OUTFIT have any LUCK Value, as it has often been believed, and sell this Combination only as a Curio.

TWO BOOKS INCLUDED

The Outfit also contains a Lucky Number Dream Book, and the 6th and 7th Books of Moses. Here are two Books, which we believe, you will be glad to possess. Our regular price of these is \$1.00 each, and you can see what a bargain this is to have both of these included with this Outfit. The Lodestones that you receive are of the Highest Grade, possessing Live, Magnetic qualities.

COMPLETE CONTENTS

- 1 Hi-John the Conqueror Root.....\$.50
- 1 Southern Johnnie Conqueror Root.....\$.50
- 1 Sixth & Seventh Books of Moses.....\$ 1.00
- 1 Lucky Number Dream Book.....\$ 1.00
- 1 Scheamhamforas Seal on Genuine Imported Parchment.....\$.50
- 1 Pair Super-quality Lodestones.....\$ 1.75

TOTAL VALUE\$5.25

Ordered at One Time—
No. A-501 Special Price. **\$2.66**

ORDERS—If you don't have money handy, just make your Order for \$1.00 or more and ask us to send C.O.D. Pay Postman amount of Order plus few cents postage when he delivers your **PAVE.**
SEND ORDERS to KING NOVELTY CO., 2244 Cottage Grove Ave., Chicago, ILL., U.S.A.

RACE HORSE ALLEGED LUCKY SYMBOL RING



Wear This Horse's Head in Horse-Shoe and 4 Leaf Clover

Among the Ancient Teutons the HORSE was held to be the most HOLY of animals, and it is

said that the Horse's Head was fastened to a pole for the purpose of an EVIL SPELL over an enemy. The Horse's Head was placed over Dwellings as a Talisman for GOOD LUCK. An English Myth ascribes to the Horse the character of a LUCK BRINGER, and Horse Worship was customary among several early Tribes of People. The Horse Shoe, which has a universal popularity, both as an amulet and a token of GOOD LUCK, should certainly be desirable to Folks who wish to wear this Combination Symbol of GOOD LUCK. We make no claims that it will bring LUCK, or Drive away Evil, but we sell this Ring, which has on it, the Horseshoe, the Horse's Head, and the Four Leaf Clover, as a fine Curio piece of Jewelry. You should be proud to possess it. Amaze your Friends. Order today and be sure to send piece of string showing finger size. Price Only \$1.00.

Order by number
J-125
\$1.00

THREE-HEADED SNAKE ALLEGED LUCKY SYMBOL RING

Amaze Your Friends — Wear This Elegant Ring



A SNAKE'S Head Talisman was worn by the Ancients to protect its wearer from the attacks of an Evil Being, which when killed had the power of rising in new forms and who obstructed the passage to the Heaven World. The Egyptians engraved figures of Snakes on the Doorways and Walls, in the Tombs and Temples, and other sacred Buildings, to guard the dead from Enemies of every kind and to prevent the entrance of Evil in any shape or form. The SNAKE was also placed around the heads of Divinities and around the Crowns of Kings as a symbol of ROYAL MIGHT and POWER. The popular belief that a SNAKE will not die until the sun goes down may come from the fact that the Egyptian god "Ten," the god of the rising sun, was supposed to assume the form of a SNAKE. This Ring consists of Three Snake Heads, each set with a Dazzling, White, imitation Diamond. We do not claim that this Ring will bring LUCK in Money Matters, or Drive away Evil, but sell to those Folks who wish to wear a symbolic Curio piece of Jewelry. Amaze your Friends. Ring fits any size finger. Big Bargain for 50c.

Order by number
J-150
50¢

SKULL and BONES Alleged LUCKY SYMBOL RING

A tribe called the Wild Wa of Burma regarded the SKULL as a protection against the Powers of Evil. In a Book telling about this, it states that without a SKULL, his crops would fail—Without a SKULL his kine might die—Without a SKULL the father and mother spirits would be shamed, and might be enraged. If there were no PROTECTING SKULLS the other Spirits might gain entrance and kill the inhabitants, or drink all the liquor. Many of our customers have enjoyed wearing this Skull and Bones Ring as a Symbol of Good Luck.



If you wish to wear this SKULL and BONES Ring as an ornament or a Symbol of GOOD LUCK, you may do so, but we make no claims that it is LUCKY, or that it will Bring in the Winnings, or Drive away Evil Spirits, and sell only as a Weird, Mystic Looking, piece of Jewelry. The eyes are set with Synthetic Rubies, making the SKULL that is surrounded by the CROSS BONES look very mystic. Your friends will gasp with Amazement. Be sure to wrap a piece of string or strip of paper around your Finger showing size.

No. J-136
Price Only ... **50c**

KING TUT Alleged LUCKY SYMBOL RING

Here is indeed a Weird, Mystic, Odd looking Ring. Consists of KING TUT Sheik Head, around which is entwined TWO Snakes, one with Ruby Red colored stone in eye, and the other with Blue colored stone in eye.

Wear This Alleged Lucky Symbol Ring The Egyptians placed the Snake around the heads of their gods, and around the Crowns of kings as a symbol of ROYAL MIGHT and POWER. If you wish to wear this Ring as an ornament, or if you choose it as a symbol of LUCK and LOVE, here is just what you want. However, we make no claims that it will Bring Winnings or help one win in LOVE, and sell only as a symbolic curio piece of Jewelry. Wrap piece of string or strip of paper around finger and mail for ring size. Amaze your friends by wearing this Ring. Order NOW at Bargain Price—Only 50c.



Order by number
J-131
50¢

WHITE ELEPHANT Alleged LUCKY SYMBOL RING



This Ring may be regarded as a symbol of the Great Elephant Headed god of LUCK, SUCCESS, and HAPPINESS. Many Hindoos worshipped the Elephant Headed God as one of the HOLIEST and most POWERFUL. He was known as the god of the intellect, the god who removed obstacles in the way.

LOOKS GOOD ON YOUR FINGER

We know that many of our customers like to wear Mystic looking Rings for LUCK Purposes, such as, to Win in Games, Draw Money and Love, and Drive Away Evil. Lest there be any misunderstanding we make no claims that this Ring will have any Supernatural Power such as this, and sell only as an elegant creation of the Jeweler's art. Mail piece of string for finger size. Order this WHITE ELEPHANT Alleged LUCKY Symbol Ring. Send only 49c.

Order by number
J-140
49¢

THE SUCCESS DREAM BOOK

An introduction states: "The Author has... There are so many people who desire to get a... of a dream. A dream is the forecast of coming events. It is... in a parable, or in some other similar form during sleep. It is... necessary to consult a good dream book. A dream is really a warning of... whether favorable or unfavorable."

CONTENTS OF THIS BOOK AS FOLLOWS

Page 4—HOLIDAYS, and their Numbers.
 Page 5 to 168—DREAMS, explained and their Numbers, as for Example: To see one signifies you will win a great deal of money—219.
 Page 169—LETTERS, and their Numbers, as for Example: H—528. The...AYS of the WEEK, and their Numbers, as for Example: MONDAY—761. The MONTHS of the Year, and their Numbers, as for Example: JANUARY—183.
 Pages 170 to 184—LADIES' List of Names, with their Numbers.
 Pages 184 to 200—GENTLEMEN'S List of Names, with their Numbers, as for Example: Jacob—293.
 Pages 201 to 203—CITIES, and their Numbers, as for Example: Memphis, Tenn.—345.
 Pages 204-224—YOUR HOROSCOPE, and gives your supposed Lucky Days.
 Pages 224 to 230—COMBINATION OF NUMBERS, that follow each other.
 Pages 227 to 230—YOUR LUCKY BIRTHDAY NUMBER.
 Page 231—NUMBERS, and Things you may see or hear.
 Page 232—NUMBERS and CARDS, as for Example: Ace of Hearts—739.
 We are not responsible for any claims made by the Author, and only give his version. 232 Pages from Cover to Cover. A Big Bargain, if you are interested in Dream Books.

Order by No. B-664

Price Only.....\$1.00

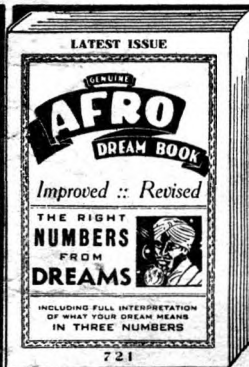


The CUBAN B.O. DREAM BOOK

Are you interested in Dreams and the interpretation of their so-called Winning Numbers? It is believed by some superstitious people that whatever you may dream of has a certain meaning. Whether this is true is, of course, a matter of opinion. The CUBAN B. O. DREAM BOOK consists of a Double Set of figures of Two Numbers for each Dream, as for Example: CAT. 84-31. You will also find in this Book a list of Both Ladies' and Gentlemen's Names, and their Numbers, as for Example: ABEL 47-54; The Days of the Week, and their Numbers; Months of the Year, and their Numbers; Clothing, and their Numbers; and a few other interesting remarks concerning Numbers. We assume no responsibility for claims made by the Author, but believe you will be very pleased with this Book. Order Today.

No. B-665

Price Only...60c



Genuine AFRO DREAM BOOK

This Book gives Dreams and Numbers as follows: ABANDON—321. Someone close is about to leave you—547. Wife—436. Child—981. Friend—472.

Look up your Dream and have fun seeing what the Author says about it. It is also mentioned in this Book that it covers all Dreams, and no matter what your

Dream may be, you will find it in this Book along with the Right Number. We assume no responsibility for claims made by the Author, and sell only as an interesting Book. We hope you will enjoy reading it. Order Your AFRO DREAM BOOK Now at reduced price.

No. B-666 Price only...49c



BLACK ART 1000 WAYS TO GET RICH

Contents of This Book Human Superstition and the Occult Sciences. The Art of Mesmerism. Influence of Animal Magnetism on the Mind. Rules Governing Spirit Mediumship. How to Charm those whom you Meet and Love. Witchcraft and Magic. And Many Other Subjects.

We assume no responsibility for claims made by the Author but only give his version. If you are interested, order your Book NOW.

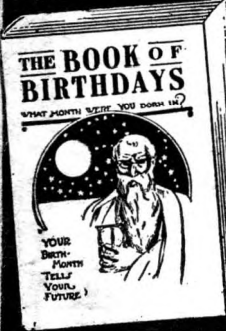
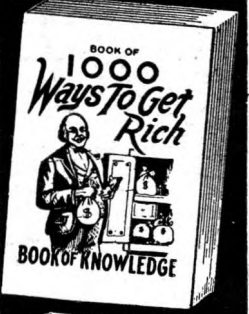
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Price Only...35c

Reader, are you poor? Thousands of people might have been RICH. There is a lot of money in the world, and there are honest ways of making it. This book contains an immense collection of the most salable and Amazing discoveries, Formulas, Recipes, and Methods from which persons of very moderate capital can commence a paying business in any city or village. You may find in this Book just one Subject that may mean a Fortune to you. Order This Book Now.

No. B-611

Price Only 50c



BOOK OF BIRTHDAYS GOLDEN DREAM BOOK

Read what the Author says of people born in the Month of your Birth. Read about your Talents and how to make the most of them. Advice to you according to the Month you were Born in. This Book also tells about LUCK, HEALTH, LOVE, and MARRIAGE. Hints for Naming Baby. Lessons from Life. Fortune Telling by Dice. We are not responsible for claims or statements made by the Author, but are sure you will find this Book of BIRTHDAYS very interesting.

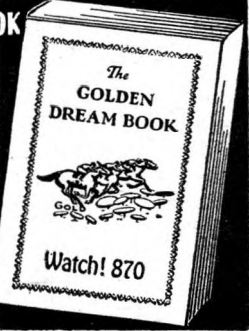
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Price Only 25c

The Author states that the GOLDEN DREAM BOOK covers all the major systems of Lucky Numbers. It even goes as far as to determine the Winning Horse in each Race, according to the theory of dreams and its relationship to other forms of life. It consists of 157 pages full of Dreams, and all NUMBER combinations, as for Example: Trunk, 267... 28-8-69... 1st and 3rd Race. We assume no responsibility for claims made by the Author. If you are interested in Dreams and NUMBERS. Order this Book NOW.

No. B-669

Price Only \$1.00



SEND ALL ORDERS TO KING NOVELTY CO. 2244 COTTAGE GROVE AVE. CHICAGO, ILL., U. S. A.

BOOK OF MOSES

ins exact copies of over 125 SEALS, Signs, Emblems, used by Moses, Aarons, Israelites, Egyptians, etc., in magical and other Arts. Moses, the Great Law Giver of antiquity, as he resided at the Court of Pharaoh, many Arts and Secrets in his constant intercourse with Pharaoh. The 6th and 7th Books of Moses are pronounced by many people the most wonderful works ever published. They even said that millions never undertake any important business in life relative to finance, exchange, health, and the general welfare of man, without seeking from its pages ADVICE and GUIDANCE. Of course, we take no responsibility for the statements made in this book.

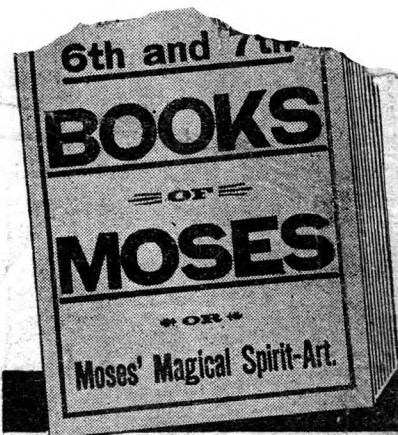
COPIES OF 125 SEALS ARE SHOWN.

- Fig. 1. The Seal of the Great Breast Plate of Moses.
- Fig. 2. Special Seal of Treasure.
- Fig. 3. Seal of Long Life and Fortune.
- Fig. 4. Love, Respect, and Affection.
- Fig. 5. Seal of Long Life, Treasure, and Health.
- Fig. 6. Seal of Power.
- Fig. 7. Seal of Dreams and Wisdom.
- Fig. 8. Seal of Earth's Treasure.

And many more SEALS which we do not have room to mention here. The four great divisions of the Spirits of the Air, Fire, Water, and Earth, are given with their uses, and full explanatory tables. Volume 2 of this wonderful book contains illustrations such as The Great Plate of Moses, The Great General Seal of Citation, The Spirit of the Burning Bush, and many others. This wonderful work is sure to educate and please you. Order your 6th and 7th Books of Moses NOW.

Order by No. B-609

Price Only **\$1.00**



POW-WOWS OR LONG LOST FRIEND

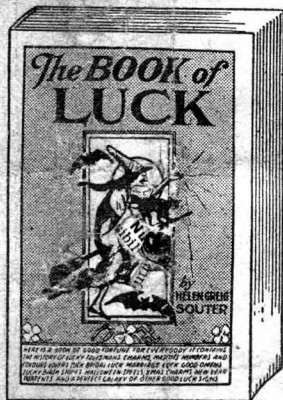


3 Witches Dream Book

This interesting book contains a full list of Dreams and tells supposed LUCKY NUMBERS that apply to the Dreams—Combinations of Cross Saddles, Gigs, and Horses—Full information of supposed Fortunate Numbers attached to every Dream—Also many pages of interesting Information, Recipes, Points of Law. We do not, of course, hold ourselves responsible for any statements or errors made in or concerning this book but simply give the Author's version. This book contains 178 pages that may be very interesting to the reader.

No. B-637

Price Only **50c**

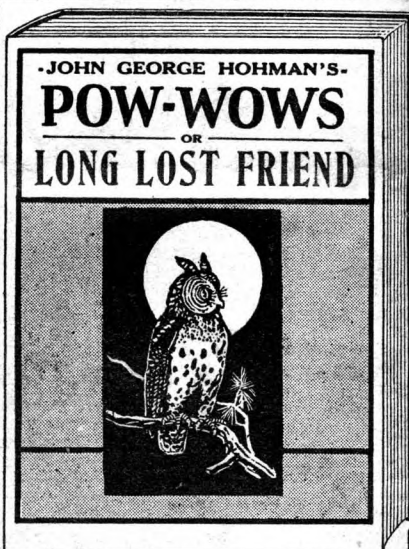


BOOK OF LUCK

This interesting book contains information on the following subjects: Ancient Talismans, Amulets, Charms, Love Potions, Marriage Superstitions, Lucky Wedding Days, Good Omens, The Bridegroom's Luck, Significance of Precious Stones, the Luck of Numbers, the Luck of Lovers, the Luck of Children, Lucky Horseshoe, Lucky Flowers, Lucky and Unlucky Animals, Christmas Charms and Spells, An Old Time Love Spell, New Moon Charms. We assume no responsibility for claims made by the Author, but simply give his version. Are you interested in LUCK? Then order this Book and read about LUCK.

No. B-610

Price Only **50c**



This Book — One of Our Biggest Sellers

This book is supposed to contain a collection of the most valuable Arts and Remedies with many proofs of their Virtue in Healing diseases, etc. The celebrated Author, John George Hohman, claims that: "Whosoever carries this Book with him is safe from all Enemies, Visible or Invisible, and whosoever has this book with him cannot die without the Holy Corpse of Jesus Christ, nor Drown in any Water, nor Burn in any Fire, nor can any unjust sentence be passed upon him, so Help Me." Some of the Contents of this interesting Book are: How to Compel a Thief to return Stolen Goods; How to Extinguish Fire without Water; How to Find All Kinds of Metals; How to Banish All Kinds of Pain; How to Compel a Thief to stand still; How to Fasten or Spellbind Anything; Protection of One's House and Hearth; A Charm to be Carried About the Person, and Hundreds of Real and Valuable Secrets. We do not, of course, hold ourselves responsible for any statements or errors made in or concerning this book, but simply give the Author's version and claims.

Order by No. B-624

Price Only **\$1.00**



GENUINE VIRGIN PARCHMENT PAPER

This is the imported, Genuine Parchment, that we believe is used by Adepts, and others for making alleged LUCKY Talismans, Seals, Scrolls, Charms, and Amulets. With the 6th and 7th Books of Moses in your possession, it should be easy to copy any seal you desire to suit your own special purposes. We make no claims that Seals on Parchment will produce LUCK, and sell only as a Genuine Parchment, imported from England.

- No. A-234—Size 3x6 Inches..... 50c
- 3 Pieces—3x6 Inches, for only.....\$1.00
- No. A-236—Size 12x16 Inches.....\$3.00
- No. A-237—Special Blood Red Ink.....50c

Agents Wanted—Write King Novelty Co. 2244 COTTAGE GROVE AVE. CHICAGO, ILL., U. S. A.



Alleged LUCKY SYMBOL RINGS

On this page you will find a Wonderful collection of **Weird, Mystic looking, Curio Rings**, not often sold in stores. **Order yours Today.** Enjoy the delight of wearing one of these Beautiful Curio Rings.

Alleged LUCKY SPIRIT SYMBOL RING



Certain Races of people believed in **Good Spirits and Evil Spirits**. Ceremonies were held to invoke the **Good Spirits** and Get Rid of the **Evil Spirits**. This Ring is decorated with a Spirit like figure that may be taken to represent the **Good Spirit** and be worn as a **Symbol of GOOD LUCK**. We make no claims that it will produce **LUCK**, or **Drive away Evil Spirits**, but sell only as a fine piece of Curio Jewelry. Ring looks beautiful on any finger. Decorated with Spirit like design, set with Brilliant, imitation Diamond. Wrap piece of string or paper around finger and mail for size.

Order by No. J-147
Price Only

\$1.00

3 WISE MONKEYS Alleged LUCKY SYMBOL RING



Here is a very Unique **CURIO RING**. The First Monkey with hands on mouth represents "**Speak No Evil**." The Second Monkey with hands over eyes represents "**See No Evil**." The Third Monkey with hands on ears represents "**Hear No Evil**." The Garos of Assam performed the ceremony of leading a Monkey with a rope fastened around its neck inside to every house in the Village for the purpose of Frightenings and Driving out any **EVIL SPIRITS**, which may have taken up their residence within. Some of our customers, we believe, like to wear this **THREE WISE MONKEY RING** as a symbol for **LUCK** and **POWER**, but we make no claims that it will bring **LUCK** and **POWER**, and sell only as a very nice piece of

Jewelry. Send piece of string or slip of paper for finger size.

Order by No. J-134
Price Only

\$1.00

Alleged LUCKY SWASTIKA SYMBOL RING



The Swastika, one of the oldest and certainly one of the most universal Talismans known, can be traced back to the Neolithic Age, and it has been found on the most Ancient rock walls of the Buddha Caves in India. In Sanskrit, the language of the Ancients, it means **HAPPINESS, PLEASURE, WELL BEING, GOOD LUCK**, and is still used in India, China, Japan, as the Amulet for Long Life, Good Fortune, and **GOOD LUCK**. The Swastika is beautifully engraved on this Ring with Horseshoe and Four Leaf Clover on each side. Even though History states that millions of people from the most Ancient Antiquity believed the **SWASTIKA** is a great **Symbol of LUCK**, we make no claims to this effect, or that this Ring will bring you **GOOD FORTUNE, LONG LIFE, or GOOD LUCK**, and sell only as a Beautiful work of the Curio Jeweler's Art. We believe you will be greatly pleased to have this fine Ring adorn your finger. Send piece of string, or strip of paper showing finger size.

Order by No. J-148 Price Only ... **\$1.00**



NO. J-135
ONLY \$100

DOUBLE HEADED TIGER alleged LUCKY SYMBOL RING

The Tiger has been known as the God of the Gambler in China, and the Tiger's Tooth was regarded as a Talisman for **GOOD LUCK** in speculation and in games of chance; while the Claws and Whiskers were worn as Love Charms, and for Success and Good Fortune generally. Buy this Ring and wear it as symbolic of the alleged **GOOD LUCK TIGER**, the God of the Chinese Gambler. We make no claims that it is **LUCKY**, or that it will bring **LUCK** in gambling games, but sell only as a fine piece of Jewelry. Note the fine, Dazzling, Fiery, White Stone in the mouth of each Tiger. Each eye set with dazzling Red Stone. Amaze your Friends. Flash this Double Headed Tiger Ring. Send strip of paper, or piece of string for finger size.

Order by No. J-135
Price Only

\$1.00

BIG FOUR Alleged LUCKY SYMBOL RING



We have called this Ring the **BIG "4"** alleged **GOOD LUCK SYMBOL RING**, because it consists of **FOUR** of the best known **GOOD LUCK Symbols**: 1.—The Four Leaf Clover; 2.—The Wish Bone; 3.—The Horse Shoe; 4.—The Swastika. It is well known that these **Alleged LUCK SYMBOLS** were used by many people in many lands for the purpose of bringing **GOOD LUCK, SUCCESS, and HAPPINESS** to the wearer, and Keep Out Witches and keep away the so-called **Evil Powers**. We make no claims to this effect and sell only as a fine piece of Jewelry. We believe you will be pleased with this striking Ring and be proud to wear it on your finger. Enjoy the delight that this Ring may give you. You at least know you are wearing the **Horseshoe, the Swastika, the Wish Bone, and the Four Leaf Clover**—symbols that have been known to thousands to be **LUCKY**.

No. J-149 Price Only . **50c**

SEND ALL ORDERS TO **KING NOVELTY CO.** 2244 COTTAGE GROVE AVE. CHICAGO, ILL., U. S. A.

BIRTH MONTH INCENSE

35c

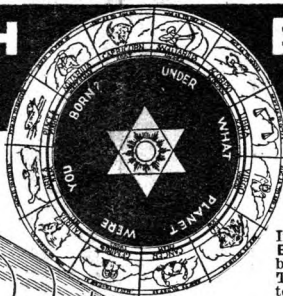


Given Zodiacal Reading

What Month were you born in? Whatever your Birth Month may be, we now have Incense, which is supposed to represent the Fragrance of your own Birth Month Flower. Did you know that Priests burned Incense even before the Birth of Christ. Read in the Bible about the burning of Incense—Exodus XXX. People like to burn Incense, for its delightful Fragrance and Sweet Perfume. Even though many of our customers might believe that the burning of Incense will Bring LUCK and DRIVE AWAY EVIL, we make no claims to this effect, and sell only as a very High Grade Incense. Order a package Today. We also include a ZODIACAL Reading, for the sign of your Birth Month. Be sure to give your Birth Date when ordering.

No. A-201G Price Only... 35c
3 BOXES FOR ONLY \$1.00

Highly Perfumed



BIRTH MONTH PERFUME

What Month Were You Born In? Given-Zodiacal Reading

It is an old idea that your Birth Month is represented by a Birth Month Flower. The Perfumer has attempted to reproduce the fragrance of the Birth Month in this New Novel Perfume. As long as you are using Perfume, why not use the kind that represents your Birth Flower. It may be just the odor that fits your personality. To each of our customers who buy this BIRTH MONTH PERFUME, we will give FREE of extra charge a Zodiacal Reading for your Birth Date. You will be delighted with this Reading and the Sweet, Fragrance of BIRTH MONTH PERFUME. Be sure to state Birth Date.

No. A-203H. Price Only 35c



LUCKY BLUEPRINT AND YOUR BIRTHSTONE



BIRTH MONTH SET
get all this for only \$1.00

- 1 Birth Month Perfume...35c
- 1 Birth Month Incense...35c
- 1 Birthstone Pin...50c
- 1 Birth Month Ring...99c

Total Value...\$1.89
Give Date of Birth and send piece of string for ring size.
No. A-526. Price...\$1.00

HINDU GOD INCENSE

HIGHLY PERFUMED



Hindoos, Chinese, Orientals, People in Ancient Biblical Times have burned Incense to their Gods as a Sacrifice. Among the reasons advanced as to the origin of the use of Incense are the following: First, the pleasant Odor of which man was conscious, was pleasing to the deity; Second, it was used to get rid of offensive smells; Third, it was a medium for Prayer, and as the Smoke arose it carried with it the petition to the Gods to whom the fragrant odor gave pleasure. It has been said that among primitive Races there was an idea that the GOOD SPIRITS loved the pleasing odor, while the EVIL SPIRITS hated it. It was also probably supposed that the offering of Incense would cause the Gods to award them with Riches, Success, Happiness, Love, and Prosperity. Even to this day, among certain people, there is still a belief that the burning of Incense will bring LUCK and Winnings. However, we make no claims to this effect for HINDU GOD INCENSE. We sell only as a very High Grade Incense, which we believe, is prepared similar to the Incense of the Orient. Order a Box of HINDU GOD INCENSE right away. As soon as you get it, light a piece and enjoy the soothing, delightful, sweet fragrance.

Order by No. A-201E
Extra Large Size Box. Price Only. 50c



CLEOMAY LIQUID INCENSE

Something New—Just Think—At last you can really have LIQUID INCENSE in your Home. It creates a Pleasant, Fragrant Atmosphere. Fills your home with Perfumed Fragrance. HUNDREDS OF USES—Perfumes the Room. Use on Electric Light Bulb, Radio Tube, Radiator. Put a few drops in water and heat over stove. Fills the air with a Delightful, Sweet Odor. Add a few drops when washing clothes. Keeps them Sweet. Sprinkle in corners of room, closets, Bathroom, Kitchen, dresser drawers—Sweetens the air and helps get rid of stale smoke odors, cooking smells. Surround yourself and home with this Sweet Fragrance. Order Now. Each bottle has a special style dropper.

Order by No. A-201F
Price Only... 35c

Alleged LUCKY AFRICAN LION SYMBOL RING

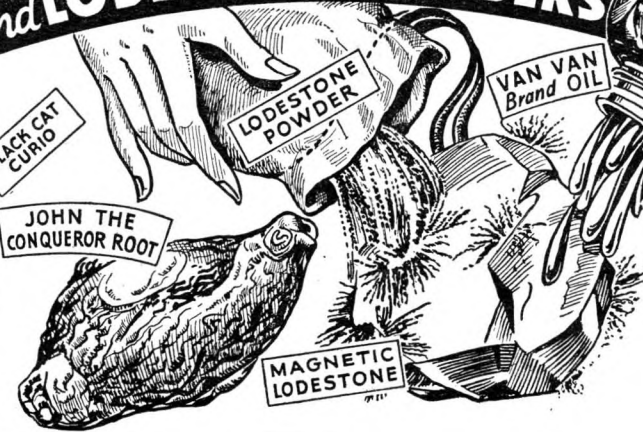
From some writings on clay tablets, we learn that the Ancient Sumerians were in perpetual fear of attacks of EVIL SPIRITS, and to protect themselves from these they employed Charms and Spells, and in order to destroy the operations of the EVIL EYE, they wore Amulets in the forms of Animals. One of these was the LION, symbolic of STRENGTH. This alleged LUCKY AFRICAN LION HEADED RING, could be worn as such a symbol, but we make no such claims that it will produce LUCK or DRIVE AWAY EVIL. A Beautiful LION'S HEAD engraved on ring with fiery, red, Dazzling Stone held in mouth. Mail piece of string for size.



Order by No. J-128
Price Only... \$1.00

Agents Wanted—Write King Novelty Co. 2244 COTTAGE GROVE AVE. CHICAGO, ILL., U.S.A.

Special BLACK CAT CURIO and LODESTONE POWDERS



**\$2.00 VALUE
ALL FOR
\$1.00**

This Outfit consists of:

- 1 Magnetic Lodestone 50c
- 1 John the Conqueror Root 50c
- 1 Black Cat Curio 25c
- 1 Charm 25c
- 1 Lodestone Powder 25c
- 1 Van Van Brand Oil 50c

Total Value\$2.00

Order Now at Our Bargain Price

**No. A-534 \$1.00
Only.. \$1.00**

It is well known that many people believe in **LUCK**. Some like to carry Lodestones and Roots around their person and believe in their efficacy as a Charm in Drawing Luck in Love, Money Matters, Jobs, Gambling Games of Chance. We have accumulated in this Outfit certain articles which have been believed in to be Lucky, but we make no claims that this is so. For people interested, we sell only as a Curio. This Special **BLACK CAT Curio Outfit**, is valued at \$2.00, if you bought each article separately, but if you order all at once, we will send you all for only \$1.00. Order yours NOW.

LUCKY CAT Brand PERFUME



Sweet
Lasting
Fragrance

This High-Grade **LUCKY CAT Perfume** is made from Concentrated Imported Oils and Essences. It is very Strong, and Concentrated—Much stronger than ordinary Perfume. Many Women believe in the use of certain perfumes to thrill the Man of their heart's desire and that the fragrant, sweet smell of certain Perfumes will hold their loved one in an enchanted spell. If this High-Grade **LUCKY CAT Perfume** should bring **LUCK** in Love, so much the better, but we make no claims to this effect and sell only as a very Concentrated, Strong, Delightfully Sweet, Lasting

Perfume, which gives a lasting, delightful fragrance to your Clothes and other Garments.

No. A-203D Price Only... \$1.00

LUCKY CAT Brand SACHET POWDER



LUCKY CAT Brand SACHET POWDER has been named for the alleged **LUCKY CAT** referred to so often as a symbol of

GOOD LUCK. However, we make no claims that it will bring **LUCK** and sell only as a Highly Perfumed, Sweet Smelling Sachet Powder. Some Folks use Sachet Powder when they wish to be attracted to the opposite sex, and gain favors. However, whatever you wish to use it for is your own business. The best directions we can give you in using Sachet Powders to keep yourself sweet, is to pour a little in a bag and tie it around the neck, or place a little on body each morning.



Order by No. 204-B Price Only..... \$1.00

BLACK CAT RING



Beautiful
Ring

The Chinese believed Firmly that the **CAT** is an insurance of **GOOD LUCK**, to its owner. Cats were almost always collared and chained and kept in the house, for the Luck may go out with the Cat—The Older the cat, the greater the **LUCK** it was believed. For Folks who are interested in wearing a symbol of the alleged **LUCKY BLACK CAT**, we have this Ring. However, we make no claims that it will bring **LUCK**. Send strip of paper for size.

No. J-132 Price Only. \$1.45

BLACK CAT INCENSE BURNER

Burn your Incense in this **BLACK CAT INCENSE BURNER**. An old saying goes: "That man ever mind the world to Win, Must have a **BLACK CAT**, a Howling Dog, and a Crowing Hen." The Cat was revered as a sacred animal by the early Egyptians, for the Cat Headed God Bast was considered the Bringer of **GOOD FORTUNE**. Whether this **INCENSE BURNER** will bring you **GOOD LUCK** is a matter of opinion, but we make no claims to this effect.

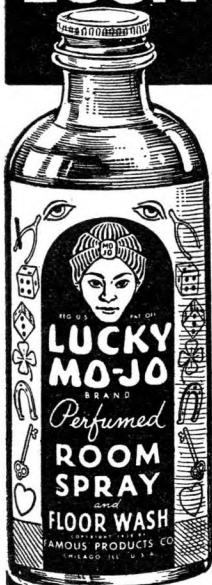
No. A-242 Price Only... \$1.00

FREE OF EXTRA CHARGE
2 Boxes of Aunt Sally's Lucky Draw **INCENSE POWDER** with each Incense Burner.



C. O. D. ORDERS—If you don't have money handy, just make your Order for \$1.00 or more and ask us to send C.O.D. Pay Postman amount of Order plus few cents postage when he delivers your package. Send all orders to **KING NOVELTY CO., 2244 Cottage Grove Ave., Chicago, Ill., U. S. A.**

LUCKY MOJO Brand PERFUMED-ROOM SPRAY



PERFUME THE HOUSE
Don't let bad, ill, ugly house odors spoil your Success, LOVE, Happiness, and Good Times. Folks, especially men, do not like to come to places that smell foul and mean—But they should love to stay in Sweet, Pleasant places.

SWEET SMELLING HOMES ATTRACT FOLKS

Do you want Folks to come to your house and stay with you? Do you wish to rent out your rooms? Do you wish to keep your Husband staying home? Many Times women folks find the Men running off. Maybe the House was not kept Sweet. Don't take a chance with foul, evil smelling messes around. **ATTRACT and HOLD** your Company at home—A Sweet smelling House should help do it.

GET RID OF BAD ODORS — EASY TO USE

Wash away any **BAD Stuff** around the House. **EASY TO USE.** Just pour a few drops in the scrub water and **Wash Floors, Corners of Rooms and Closets, Walks, and Steps.** Also **Spray in Toilets, on Beds, Furniture, Curtains, and Walls.** Use when **Washing Clothes.** Get a **Bottle immediately.** Note the improvement. Never be without it. Full Directions.

No. A-231
Price Only **50c**



Folks Like to Visit Sweet Smelling Homes.

LUCKY MOJO Brand PERFUMED CRYSTAL SPRINKLING SALTS

Drive Out Evil, Bad Smelling Odors

LUCKY MOJO Brand PERFUMED CRYSTAL SPRINKLING SALTS really do the work of making a Home Sweet smelling and Attractive to visitors. Each little Crystal is truly Mystic looking, shining and sparkling in the bottle. The Perfume is most alluring. You can have this **LOVELY—COMPELLING—ATTRACTIVE** fragrance right in your own little Home and get all the Pleasure it gives.

Rid Your Home of Bad Messes

Very Easy to Use—Just sprinkle a little in the corners of rooms, closets, under chairs, behind doors, under bed, in dresser drawers, etc. The **Crystals** do the work from now on. Little by little the Wonderful, Glorious, Romantic Fragrance is slowly given off and evaporated into the air of room. Day in and Day out, for several weeks, the Crystals give off this Wonderful Perfume.

Attract and Hold Your Friends

Cleopatra used Perfume to entice her Lovers. Help **LOVE, Romance, and Happiness**, last for you, by keeping your Home and your Clothes smelling Sweet. Fix up your House with **LUCKY MOJO Brand PERFUMED CRYSTAL SPRINKLING SALTS.** Get a Bottle Today. The Price is little compared to the Pleasure it should bring.

Order by No. A-270
Price Only **50c**



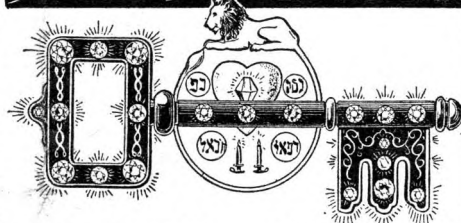
Sprinkle in Corners of Rooms



Sweet Smelling Fragrance Invites **LOVE and ROMANCE**



MASTER KEY OUTFIT



BOOK OF GREAT SECRETS
LODE STONE
JOHN THE CONQUEROR ROOT
and
MASTER KEY CURIO

\$2.49 VALUE — ONLY \$1.49

The Master Key made in **Blood Red Ink** on Genuine, Imported **Parchment Paper** has been held in high esteem by many of our customers. It is well known that some superstitious people like to carry on or about their person. **Seals on Parchment Paper, Lode-stone, or John the Conqueror Root**, for the purpose of bringing **LUCK and SUCCESS in Money Matters, Winning Games of Chance, or for the purpose of Attracting Love.** We, of course, make no claims that any of the articles gathered together in this Outfit, will perform such miracles. Neither are we responsible for the claims made by the author of the **Book of Great Secrets.** This **MASTER KEY Outfit** consists of one Master Key Curio on Parchment Paper, one Lode-stone, one High John the Conqueror Root, one Book of Great Secrets, and one Chinese style alleged **GOOD LUCK Ring.** Total Value, if purchased separately, **\$2.49**, but our Special Combination Price is only **\$1.49.** You Save **\$1.00.** Order Now.

Order by No. A-524
Price Only **\$1.49**

NOTE If you do not have the money handy, just ask us to send your Order C.O.D. When Postman delivers, pay him **\$1.49** plus a few cents postage.

C. O. D. ORDERS—If you don't have money handy, just make your Order for **\$1.00** or more and ask us to send C.O.D. Pay Postman amount of Order plus few cents postage when he delivers your package. Send all orders to **KING NOVELTY CO., 2244 Cottage Grove Ave., Chicago, Ill., U. S. A.**

Special **LODESTONE** BIG OUTFIT



**We Will
Send C.O.D.
Just Pay
Postman
when he
delivers.**

Many a Hoo-Doo Man has received big sums of Money for selling folks Lodestone, Red Flannel Bags, Rabbit's Foot, High John the Conqueror Root, Southern John the Conqueror Root, Snake Root, Devil's Shoe String, etc. A book written on the subject of Folk Beliefs states that articles like this and others were wrapped in Red Flannel Bags, and the Conjure man said, "Should be always carried with you." Such combinations were often called Tricks or Hands. Many believed that these Conjure

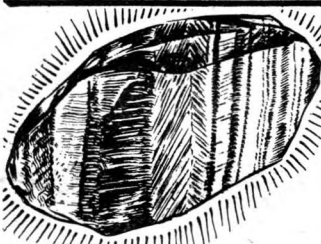
Bags brought **GOOD LUCK**, Drove out Evil Spirits, Helped in Love, and almost anything that was wanted to be done. For Folks interested in possessing this assortment of Goods we have prepared this **LODESTONE OUTFIT**. We make no claims that it will be **LUCKY**, or have any supernatural Value. We sell only as a Curio. The Price of all the articles in this **MO-JO Brand LODESTONE BIG OUTFIT** would be \$5.00 if purchased separately, but if you buy all at once, the price to you is only \$2.98. If you wish to order C.O.D., send no money, just order by number given below ask us to send C.O.D., and pay Postman \$2.98 plus few cents postage charges. Red Flannel Bag will be included extra.

**Order by No. A-503
Special Price, Only.....\$2.98**

Outfit Contains:

- 1 High John the Conqueror Root\$0.50
- 2 Extra Quality, Genuine Magnetic Lodestones\$1.00
- 1 Package Devil's Shoe String\$0.50
- 1 Southern John the Conqueror Root\$0.50
- 1 Package Snake Root\$0.50
- 1 Rabbit's Foot, Mounted\$0.50
- 1 Lucky Mo-Jo Incense\$0.50
- 1 Lucky Number Dream Book\$1.00

**Total Value \$5.00
EXTRA Red Flannel Bag
ALL FOR \$2.98**



AFRICAN TIGER EYE

Some Folks like to carry Odd-shaped, peculiar looking, supposedly rare stones around with them as a sort of Amulet, Charm, or Mascot, for the purpose of warding off EVIL, and Attracting **GOOD LUCK** in various undertakings, such as Money, Love, Winning Numbers, Games of Chance, and almost anything else desired. This **AFRICAN TIGER EYE** has been a popular seller. We make no claims that it will drive away EVIL, or produce **LUCK**. Sold only as a Curio.

**Order by No. A-250 50c
Price Only.....\$0.50**



WHITE LODESTONE

A **LODESTONE** has been held in High Regard by the Ancient Romans, Chinese, Mohammedans, and other people as a **Powerful Amulet and GOOD LUCK Charm**; probably because the Magnetic Influence of this Stone was supposed to **ATTRACT Power, Favors, and Gifts**. It is said that the Ancient Romans believed that Lodestone kept Husband and Wife faithful, and made their Love secure. We make no claim to this effect, or that the **LODESTONE** is **LUCKY**. We have taken the Genuine Lodestone, specially prepared it, and called it **WHITE LODESTONE**. Two pieces of Specially Prepared **WHITE LODESTONE** for \$1.00.

**No. A-208B
Price Only....\$1.00**



MOON STONE

The author of one book states that the **MOON STONE** is believed to bring **GOOD FORTUNE**, and is regarded as a sacred stone in India, and that as a **Gift for Lovers**, the **MOON STONE** is believed to arouse the tender passion and to give Lovers the Power to read in the future the Fortune, Good or ill, that is in store for them. To gain this knowledge, however, the stone must be placed in the mouth, while the moon is full. We make no claims to this effect and sell only as a Curio.

**Order by No. A-252 50c
Price Only.....\$0.50**



BIG SPECIAL COMBINATION OFFER



**\$2.50 VALUE
for ONLY \$1.00**

Here is your Chance to get all these:—Lodestone, African Tiger Eye, Moonstone, packed in Mo-Jo Brand Chamois Skin Bag together with alleged Good Luck Ring. We make no claims that these articles are **LUCKY** and sell only as a Curio. Regular Price if purchased separately would be \$2.50. The price for all only \$1.00.

**No. A-514
All for Only...\$1**



LUCKY MO-JO Brand LODESTONE PERFUME



**HER SWEET
PERFUME
ATTRACTS HIM
GENUINE
MAGNETIC
LODESTONE
IN BOTTLE**

Certain self made **HOO-DOO DOCTORS** recommended the **LODESTONE** to **CONJURE UP LUCK, WINNINGS, MONEY, LOVE**, or almost anything that was desired by the one who carried this **LODESTONE**. We make no claim that the **LODESTONE** will do this, or bring **LUCK**. However, for those who wish it as a Curio, we have placed a **GENUINE, MAGNETIC LODESTONE** in a Bottle of this Perfume, which we have given the name of **LODESTONE PERFUME**, because of the **LODESTONE** in bottle.

No. A-203B...\$1.00

C. O. D. ORDERS—If you don't have money handy, just make your Order for \$1.00 or more and ask us to send C.O.D. Pay Postman amount of Order plus few cents postage when he delivers your package. Send all orders to **KING NOVELTY CO., 2244 Cottage Grove Ave., Chicago, Ill., U. S. A.**

Alleged CHINESE



ORDER NO. J-133 PRICE 49¢

ALLEGED CHINESE GOOD LUCK RING

CHINESE, Orientals, and the People of the Far East are known to wear certain Rings as symbols of **GOOD LUCK**. You may call it mysticism of the Orient, but it has been said that the wearing of Jewelry is traceable to superstitious faiths in their efficacy as preventative against **EVIL**, and as a **CHARM** to in some way bring **GOOD LUCK, POWER, and SUCCESS.**

CHINESE LETTERS ON RING

The manufacturer of this ring states that the Chinese Symbol spells out "**GOOD LUCK.**" Even though many of our customers may believe that this Ring will bring **LUCK**, we make no representations to this effect and sell as a very Attractive piece of Jewelry.

ORDER THIS RING

Amaze your Friends—Be first to wear this Curio Ring, with the Chinese writing "**GOOD LUCK.**" Order your alleged **CHINESE GOOD LUCK RING** now at this bargain price—49c. Send piece of string or slip of paper showing finger size. You should get enough pleasure wearing this Ring to more than pay for the small price we charge.

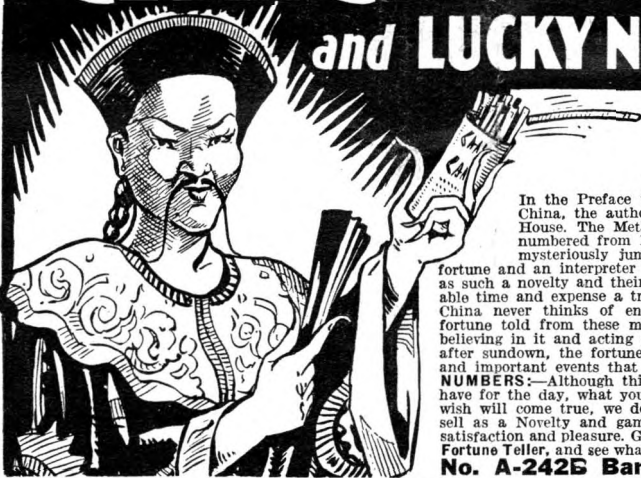
ALLEGED LUCKY SAINT JOSEPH STATUETTE



A book on Folklore states that this alleged **LUCKY Saint Joseph Statuette** was generally used by the Roman Catholics of New Orleans. It consists of a figure of Saint Joseph with the Child, enclosed in a small case. The Saint was placed upside down in the Case and carried for **GOOD LUCK**, or even as a charm for Getting a Good Husband. One Conjuror carried the Saint Joseph Statuette in a Red Flannel Bag, together with Lodestone and Camphor. We make no claims that it has any value for **LUCK** Purposes, as a **GOOD LUCK** piece, and Husband Getter, and sell only as a Curio. Consists of beautiful figure of St. Joseph in case ready to carry in pocket or purse.

No. A-291 Price Only..... 35c

CHI-CHI FORTUNE TELLER and LUCKY NUMBER GUIDE



"Your luck for to-day—luck in bunches—Luck galore for one who draws sixty-four"

THE ABOVE is a verse from the book that comes with CHI-CHI.

In the Preface to this Book, the following is stated: "While touring China, the author of this Book had his fortune told in a Chinese Joss House. The Method used was by shaking a box full of bamboo sticks numbered from 1 to 78 in such a manner that just one number would mysteriously jump out of the box. This number would then be your fortune and an interpreter would read it to you from his book. It appeared to us as such a novelty and their philosophy so quaint, that we secured after considerable time and expense a translation of their fortune telling book. A native son of China never thinks of entering business for the day without first having his fortune told from these mysterious sticks. He gets first his **LUCK** for the day, believing in it and acting on the advice implicitly. (If the number is shaken out after sundown, the fortune refers to the following day.) He then gets his future and important events that will occur."

NUMBERS:—Although this book tells what kind of **LUCK** you are supposed to have for the day, what your **LUCKY NUMBERS** are supposed to be, and if your wish will come true, we do not make any representations to this effect and only sell as a Novelty and game for amusement, and feel sure you will derive great satisfaction and pleasure. Get this alleged **CHI-CHI Fortune Teller**, and see what **NUMBERS** it will give you.

No. A-2425 Bargain Price..... \$1.00

Alleged GOOD LUCK HORSE SHOE NAIL RING



Set with Dazzling, White, Flashy Stone. One Book mentions that a Silver Ring, or one made of a Horseshoe Nail, has been considered as effective in bringing **GOOD LUCK**, and also good in warding off conjuration. From this we gather that many Folks have worn pieces of Silver, or Horseshoe Nail Rings for the purpose of **Winning SUCCESS**, and for have merely stated facts that have come to our attention. Genuine **STERLING SILVER**. Send piece of string for size.

Driving Away evil. We make no claims to this effect for this Ring, but have merely stated facts that have come to our attention. Genuine **STERLING SILVER**. Send piece of string for size. Order by No. J-282 Price Only..... \$1.00

RABBIT'S FOOT FREE! VAN-VAN Brand OIL

The Fame of the Rabbit's Foot as a so-called **LUCK** Piece, has been well known. Superstitious people have carried the Rabbit's Foot for Conjuring, Hoodooing, Winning in Games, Good Luck in Love, Money, Business and Winning at Dice, Driving Away Evil, and for almost any kind of **GOOD LUCK** that was needed. We make no claims that the carrying of the Rabbit's Foot will bring about **GOOD LUCK, Success**, etc., and sell only as a Curio. Specially Mounted. Can be carried in Pocket or worn around neck, or on Watch chain. Order Now and get **VAN VAN Brand OIL FREE** of extra charge.

No. A-223 Only..... 49c



ONLY 49c

SEND ALL ORDERS TO **KING NOVELTY CO.** 2244 COTTAGE GROVE AVE. CHICAGO, ILL., U. S. A.

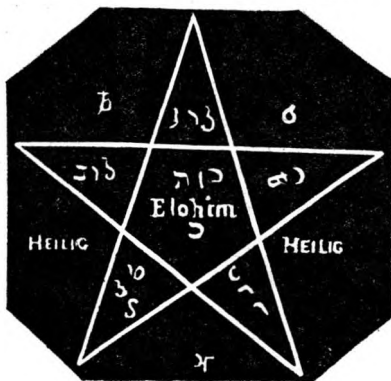
SEALS . . . SEALS



**REPRODUCED ON
GENUINE VIRGIN
PARCHMENT
In Blood Red Ink**

The most important SEALS and their Significance as given in the 6th and 7th Books of Moses, are listed below:

**As Contained In
The 6th and 7th
BOOKS of MOSES**



**THOUSANDS
CARRY
SEALS
FOR
LUCK**

THE SPECIAL SEAL OF TREASURE

Fig. 2—It is said in the Book that this Seal is used for finding Buried Treasures.

THE HIGHEST SEAL OF GOOD FORTUNE

Fig. 3—It is said to bring a person who carries it great Fortune and Blessing.

THE SEAL OF LOVE

Fig. 4—The book states that one who carries this Seal will be much beloved and Defeat his Enemies.

THE SEAL OF LONG LIFE

Fig. 5—The book states that to carry this Seal on the Body will save a person from Misery and give the greatest Fortune and Long Life.

THE SEAL OF POWER

Fig. 6—This Seal, according to the book, should be used for Good Health.

THE SEAL OF DREAMS AND VISIONS

Fig. 7—The book states that to wear this Seal in Bed will help one learn what he desires to know through Dreams and Visions.

THE SEAL OF TREASURE

Fig. 8—The book states that this Seal will reveal the precious contents of a mine.

SEAL OF SAFETY AND RELIEF

Fig. 10—The book states that to carry this Seal will relieve the wearer from all necessity and want.

SEAL OF GREAT FORTUNE

Fig. 12—It is said in the book that this Seal brings Great Fortune by Water and its Spirits will supply the Treasures of the Deep.

SEAL TO ALL TREASURES

Fig. 13—This Seal, the book states, will give the Treasures of the Earth.

SEAL OF GOOD LUCK, PLAY and GAMES

Fig. 14—The book calls it the Spirits of the 5th Table of Saturn and that these Spirits will serve to bring GOOD LUCK in PLAY.

THE SEAL OF ASSISTANCE

Fig. 15—The book states that it assists in overcoming Lawsuits and the Spirits are at all times ready to give assistance.

SEAL OF GOOD FORTUNE IN CASE OF QUARRELS

Fig. 16—The book calls it the Seal of Mars and states it may help you.

SEAL OF HONOR AND WEALTH

Fig. 17—This Seal is called the SPIRIT of the SUN. The book states that these Spirits help obtain places of Honor and Wealth.

THE SEAL OF WEALTH

Fig. 19—The book states that it gives Wealth.

SEAL OF LUCK

Fig. 20—The book states that this Seal gives LUCK and FORTUNE.

THE SEAL OF THE SPIRITS

Fig. 21—The book states that this Seal will compel Spirits to appear immediately and to serve in all things.

SEAL OF GENERAL CITATION

Fig. 22—The book states a Magical Operation is made within this Circle—Oriens, Occidens.

THE SEAL OF SHEMHAMFORAS

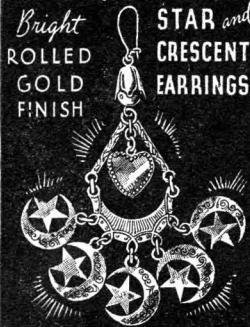
Fig. 30—The book states that this Seal brings to light the Treasures of the Earth if buried

We have given above statements that the Author has translated from the old German writings of the 6th and 7th Books of Moses with no representations that these statements are true or accurate and sell only as beautiful reproductions of these SEALS on GENUINE IMPORTED VIRGIN PARCHMENT.

Order by Name of Seal Given Above

PRICE EACH 50c 3 SEALS FOR \$1.00 7 SEALS FOR \$2.00 ENTIRE SET OF 19 SEALS FOR .. \$6.95

Agents Wanted—Write King Novelty Co. 2244 COTTAGE GROVE AVE. CHICAGO, ILL., U. S. A.



Bright ROLLED GOLD FINISH

STAR and CRESCENT EARRINGS

THE CRESCENT was the symbol of Isis, the ancient Egyptian goddess. It was supposed to represent a symbol of **GOOD LUCK** for Mothers and Children. In Rome young married women wore crescents to ensure having healthy children. We make no claims to this effect for these Earrings, but sell as a very fine piece of Jewelry. Attract Attention when they flash and dangle on your ears.

No. J-185E \$1.98
Only

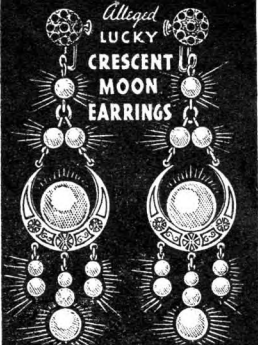


Alleged Lucky

CRESCENT MOON NECKLACE

One of the amulets, which is made known to us by the Bible was made of metal and had the form of a **Crescent**. It was worn by women and by Kings, and was tied to the necks of Camels to protect them from the Evil Eye. The Crescent was a favorite amulet or Luck piece among many People of Asia, and it represented to them the **Strength** and **Protection** of the waxing moon. We make no claims that this Necklace will bring **LUCK**, and sell only as a fine piece of Jewelry. **What Elegance!** Wouldn't this look Beautiful around your neck, with the expensive looking, simulated Pearl set inside the Crescent? One of our Biggest Selling Necklaces. Order Yours Today.

No. J-144N \$1.00
Price Only .



Alleged LUCKY CRESCENT MOON EARRINGS

These Earrings match the Crescent Moon Necklace. Even though it has been believed as far back as Biblical times that a symbol of the **CRESCENT MOON** has been worn to represent **STRENGTH**, and as a **PROTECTION** against the Evil Eye, we make no claims to this effect and sell only as Fine Earrings.

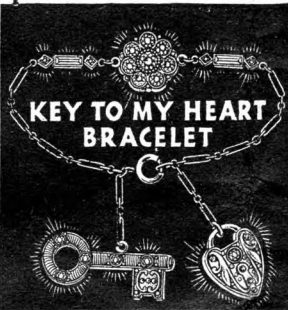
No. J-145E \$1.00
Price Only .



KEY TO MY HEART RING

Here is indeed a new, novel Ring. Something you should really enjoy. It consists of **THE HEART** and **KEY**. Im playing, we believe, that **LOVE** must be **GUARDED**. Lovers, Sweethearts, Husbands, and Wives—if you wish to wear this Ring as a symbol of **LOVE** and **AFFECTION**, or as an ornament, send your order now for this very novel **KEY TO MY HEART** Ring. Send slip of paper, or piece of string showing finger size.

No. J-283 35c
Price



KEY TO MY HEART BRACELET

may be worn as a symbol of **LOVE** and **HAPPINESS**, and sell only as High-Grade Jewelry.

Order by No. J-183B—Price . . . \$1.00



ALLEGED LUCKY KEY TO MY HEART BRACELET

The **KEY** Talisman was a very important one with both Greeks and Romans. It was worn for **Prudence** and **Foresight** of things to come. The Heart has long been known as a symbol of **LOVE** and **Affection**, and **Mascots** shaped as Hearts have been given as signs of **LOVE** and **FRIENDSHIP**. This Bracelet consists of **Heart** and **Key** symbols, set with **Brilliant**, **Dazzling** stones, and although it has been believed as far back as Biblical times that a symbol of the **CRESCENT MOON** has been worn to represent **STRENGTH**, and as a **PROTECTION** against the Evil Eye, we make no claims to this effect and sell only as Fine Earrings.

BARGAIN Key to My Heart Bracelet \$1.00
OFFER Key to My Heart Ring 35c

TOTAL VALUE \$1.35

Order Both by No. J-283C—For Only \$1.10



BOTH for only \$1.75

Save Money by ordering this Earring and Necklace combination. Regular \$2.00 Value, but you can get **BOTH** for \$1.75.

No. J 144C \$1.75
Price Only .

MY HEART IN YOUR HAND RING

This is one of our latest Symbol of Love Rings, which consists of **THE HEART** held in **TWO HANDS**. The HAND has been regarded as a sacred symbol representing **POWER**, and The Heart as a well known symbol of **LOVE**. If you wish to wear as an ornament, or a symbol of **LOVE** and **AFFECTION**, Order Now.

No. J-284 25c
Price



Lady Luck Symbol Ring

Bright Gold Color Metal Ring. Set in center with large, **Brilliant** White stone. Gracefully engraved with Arms, Head, Hair, and Face of a **Beautiful Woman**. Because of the **Spirit** like figure we have given this Ring the name of **LADY LUCK** Ring. Whether it will bring **GOOD LUCK** is, of course, a matter of opinion, but we make no claims to this effect, and sell only as a Fine Curio Ring. Please send strip of paper for finger size.

No. J-179 \$1.00
Price



Alleged Chinese Lucky Dragon Ring

The **DRAGON** has been known to be a favorite Chinese Talisman. One book states that it was worn to secure **HAPPINESS** at home and **LONG LIFE**, and also that in **Thibet** Dragons are painted on flags, which fly over the house tops to bring **SUCCESS** in Business and **GOOD FORTUNE** generally. We make no claims to this effect for this **DRAGON** Symbol Ring. Send piece of string for finger size.

No. J-285 50c
Price Only



Double Race Horse Alleged 'Luck' Ring

An old saying regarding the **Four Leaf Clover** goes: "One Leaf is for Love—One for Wealth—One for a Faithful Lover—One to Bring you Glorious Health." Ring consists of 4 Leaf Clover and Horse Shoe, an age old Symbol of Good Luck, with two Race Horse Heads. We make no claims that this Ring is **Lucky** and sell only as a fine piece of Jewelry. Send piece of string for size.

No. J-171 \$1.00
Price Only .



GENTS' FLASHY STAR RING

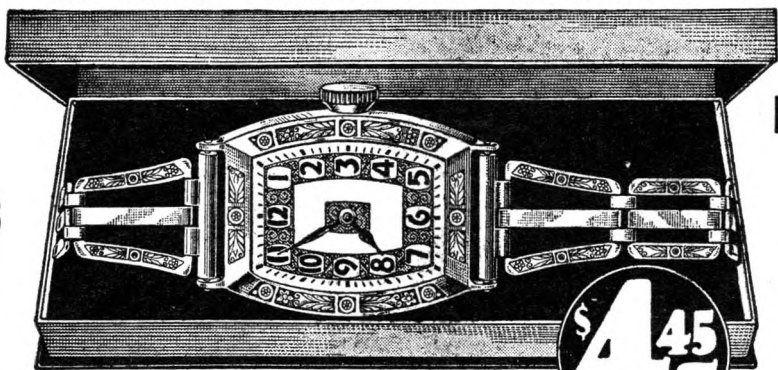
This indeed is one of the most Flashy Looking Rings we have ever seen. What a Beauty! **Brilliant** White stone in center with Rays makes it look something like a real **Shining Star**. Real heavy, rich looking Ring. Gold Color Metal. This is one of the most Beautiful Rings we have for Men Folks. Order One Today. Wear it and amaze your Friends when they see this Beautiful, Heavy, Rich Looking, **Flashing Star** Ring on your finger.

No. J-167 75c
Price Cut to

NEW SPORT MODEL WRIST WATCH

**FOR
MEN
AND
LADIES**

**Very
Latest
Styles**



**Fancy
Engraved
Link
Wrist
Band**

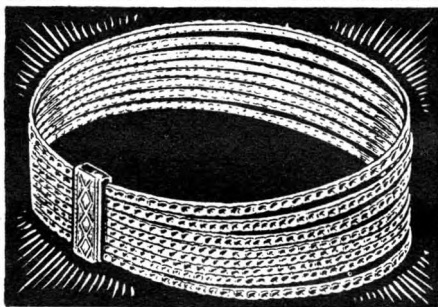
**Factory
Guaranteed**

\$4.45

A beautiful, smartly styled Wrist Watch. Highly polished richly engraved case. Beautiful Silver Finish Dial. Very fine movement. Complete with handsome Link Bracelet. Stem wind and stem set most carefully adjusted and regulated. Watch Crystal Guaranteed not to break. Watch Guaranteed by manufacturer to keep good time or replaced or repaired without charge. Comes in a gorgeous Gift Box. Many folks will think you paid \$40.00 or \$50.00 for it but we offer at a Special Bargain Price.

Order by No. J-200W
Bargain Price
Only.....**\$4.45**

8 STRAND VAMP BRACELET



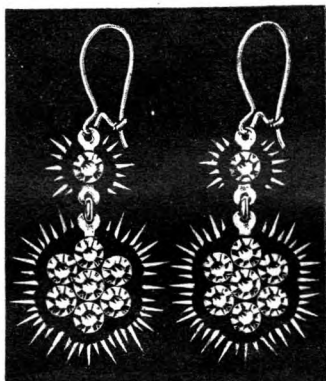
Just think 8 Strands in one—Eight beautiful finely engraved Bright Polished Rolled Gold Finish Bracelets all linked together with a fancy Clasp. Glitters on the arm with Dazzling Brightness. Something NEW! High Class!

Order by No. J-186B

Price Only.....**69c**

FLASHING DIAMOND CUT CLUSTER EARRINGS

Just look at the picture and see the Sparkling Beauty. Each beautiful Pendant set with Cluster of 6 Sparkling Fine Diamond Cut Gems with Rich Synthetic Ruby in center. Also synthetic Diamond near ear lobe. Bright Gold Finish setting. Very Rich Looking. For pierced ears. Beautifies the appearance. Order now!



No. J-187E

Price **\$1.00**
Only.



3 STONE Hotcha Girl Ring

3 extra large Flashy Brilliant White Diamond Cut Stones set in Tiffany Mounting. Just like the Rich Folks wear. Now you can have one at our very low price. Send piece of string for size.

Order by

No. J-188

Price Only. **\$1.00**

Gent's Flashy Ring

Men get this Rich looking Dazzler, beautifully engraved heavy rich mounting, set with large Brilliant Fiery White Diamond Cut Stone. Makes a Big Flash. Mail piece of string for size.

No. J-194

Price Only. **49c**



FREE!

**Alleged
LUCKY CAT**

FREE!

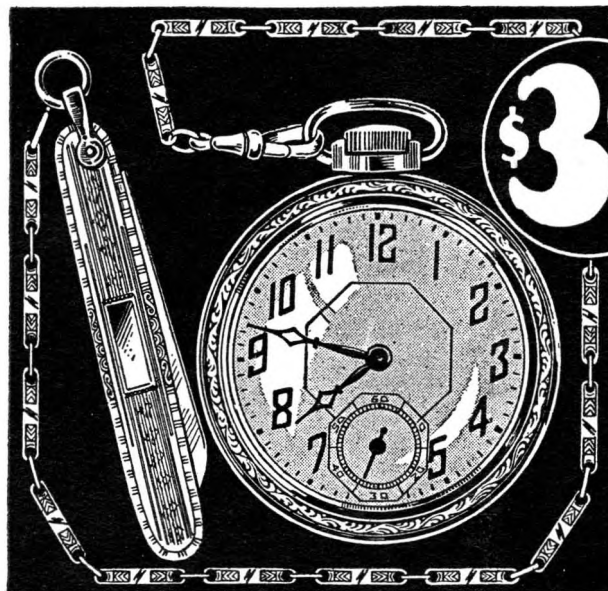
This is your chance to get one of these Alleged Good Luck Cat Charms. Sparkling Brilliant Diamond Cut Gems set in Eyes and fitted with ring for fastening to ribbon or chain to wear around neck. Some people like to wear and believe this Alleged Lucky Cat will Bring Good Luck and Drive Away Bad Luck. However, we make no claims to this effect but give to you FREE. Read next column to find out how to get one without paying one single cent.

READ EVERY WORD HOW TO GET IT FREE!

Just send names of three friends whom you think would like to get one of our Catalogs. Send full names and complete addresses with \$1.00 Order. We will send you the FREE GIFT and send catalogs to your friends. They will thank you and you will benefit by getting this Alleged Lucky Cat FREE. Do not send names of children.

GIVEN FREE ON \$1.00 ORDER WITH 3 NAMES. Ask for it by Gift No. T904.

Agents Wanted—Write King Novelty Co. 2244 COTTAGE GROVE AVE. CHICAGO, ILL., U. S. A.



\$3.95

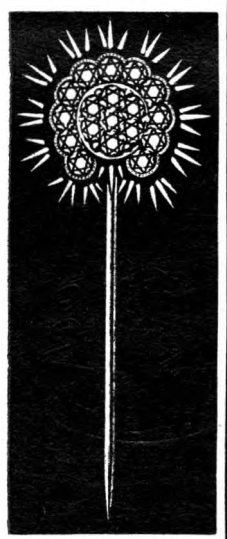
High Class Gent's Watch, Vest Chain and Knife Outfit

Highly Polished, Bright Yellow, Gold Finish Rich Looking

Highly Polished, Very Flashy, Bright Yellow Gold Finish Watch. Case fancy engraved. Makes Watch very Rich looking. Fancy Dial with latest style Gold Finish Figures and most up-to-date Minute and Hour Hands. Complete with Rich Yellow Gold Finish Heavy looking Waldemar Link Vest Chain and Gold Finish Highly Polished Pocket Knife to match. Just the thing for that Sunday Suit. Looks like a \$75.00 Watch Outfit. A Watch you will be proud to wear. Sport one of these and attract Big Attention. Special Bargain while they last. Complete Watch, Chain and Knife.

Order by No. J-199W Price Only. \$3.95

Alleged Lucky 7-11 HORSE SHOE STICK PIN



7 Brilliant Diamond Cut Stones in center and 11 Dazzling Gems on Horseshoe all Sparkling and Glowing with Life and Luster. The Horseshoe is an age old Symbol of Good Luck and many men like to wear the Horseshoe Stick Pin in their tie and believe it will bring GOOD LUCK to them. We make no claims to this effect and sell only as a very elegant piece of jewelry. Makes a Big Flash.

No. J-20 Only. . . . \$1.50

Big Chief INDIAN RING



Wear this Ring with the Indian Chief's Head on it. The sides are engraved with Arrows, the Indian symbol for PROTECTION. Bright Gold color Metal. Adorn your finger with this Beautiful, Ornamental, Indian Style, Curio Ring. Send strip of paper for finger size.

No. J-189 Only. . . . 30c

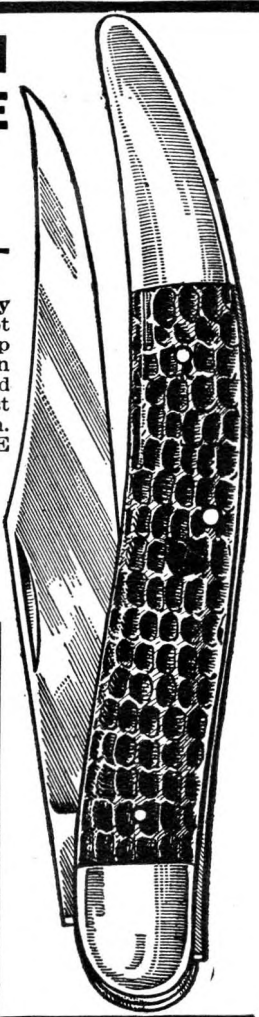
DIXIE SWITCH POCKET KNIFE

Extra Long Extra Strong

Special Pocket Knife—Extra Strong

Finely tempered, Highly Polished Steel Sheep's Foot Blade with extra sharp edges. Fancy Stag Pattern Handle. Extra Long and Extra Strong. The finest Knife we have ever seen. Nothing like the DIXIE SWITCH Pocket Knife. Get a Good Knife and it will last for years and years. Just write—"Send me a Dixie Switch Knife."

No. A-282 Only. \$1.00

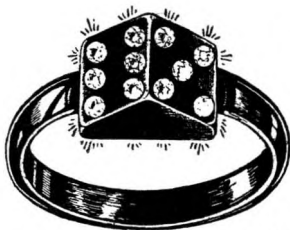


LADY FORTUNA RING



One Book states that Fortuna was considered a very Powerful goddess amongst the Ancients, and therefore in a sense images of her were Mascots to all Married People and to Gamblers. Because we thought many of our customers would like to wear a Ring as a symbol of this alleged Goddess of Fortune and LUCK, we have selected this Ring, with its Gracefully engraved Feminine figure, and called it the LADY FORTUNA Ring. We make no claims that it will bring LUCK to married people or Gamblers, and sell only as a very Elegant piece of Jewelry. A Real Beauty. Send piece of string for size.

Order by No. J-195 Price Only. 35c



Many Call It **LUCKY '11'** **DICE RING**

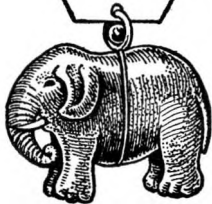
Men and Boys: Here is something New and Novel. Something different from the ordinary Rings you have seen — The kind of Ring Gamblers and Sporting Folks like to wear. Consists of Dice Ornament, handsomely set with 11 Glittering, Sparkling, Imitation Diamonds. Have the figure "11" shining from the top of your hand. Attract the admiration of all your Friends when you wear this Ring. One of our **BIG SELLING** Rings. You should get great pleasure and joy wearing one. Be sure to order this **DICE RING** for yourself. Wrap strip of paper or piece of string around finger and send for size. Order yours Today.

Order NOW by No. J-138

Price Only 50c

Alleged Elephant **"LUCK"** **CHARM**

THE LUCKY ELEPHANT
That Brings You
LUCK

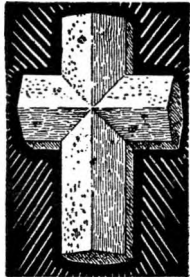


Here is pictured an Imported Novelty. Beautifully designed Elephant Charm, attached to cord reading "The LUCKY ELEPHANT that Brings you LUCK." One Book states that to secure **SUCCESS** in any new Business, Hindus wear Mascots shaped as **ELEPHANTS**, or other effigies of Ganesha, the Elephant-Headed god. By doing so they gained Wisdom and Foresight, as well as ensuring that all obstacles are moved from their path. Whether this Elephant Charm is **LUCKY**, or not, is, of course, a matter of opinion, and we make no claims to this effect. However, the price is very reasonable, and you may be real pleased to possess one. Just mail 15c in stamps or coin.

Order by No. A-222

Price Only 15c

PATRICK COUNTY VIRGINIA ALLEGED **LUCKY STONES**



Have been worn by some people who believe that this Stone will **PROTECT** the wearer against Witchcraft, Sickness, Disaster and to bring Good Luck. Some people have said that it Uncrosses Bad Luck and that when they feel they have been Crossed by the Jinx they wear it to get Uncrossed. We make no claims to this effect but sell only as Patrick County Virginia Cross Stones.

No. A-268

Price Only 50c

Alleged **BUDDHA LUCK RING**



Mystic looking **BUDDHA** Ring. Because the Ancient Buddha of the Orient has been worshipped as a Powerful god, a ring of this type has become a very Popular seller with us. Have the Mystic looking figure of Buddha adorn your finger. Set with two Flashing Green Stones and one Dazzling Red Stone. Get pleasure and satisfaction from this very Elegant, Curio Ring. Send strip of paper or piece of string for size.

No. J-141 49c
Only

Alleged **LUCKY NUMBER** **CRYSTAL BALL**

Make a Wish—Roll Crystal Ball and learn about things you would like to know according to the Number that comes out. The Chart is supposed to answer questions regarding Love Affairs, Enemies, Friends, and Money. Some people roll it to get what is supposed to be a Lucky Number. We sell only as a novelty for amusement purposes and make no representation that it is Lucky or will reveal the future. Complete instructions furnished.



Order by No. A-224

Price Only \$1.00

MAGIC CARDS

Can Be Read from the Back

While these Cards look the same as any ordinary pack of Playing Cards the backs are marked by a secret system. In this way they may be used for various magical stunts. Just think of the fun you can have when you use these cards that can be read from the back. Sold only for amusement purposes. Complete instructions furnished.



Order by No. A-248

Price Only \$1.25

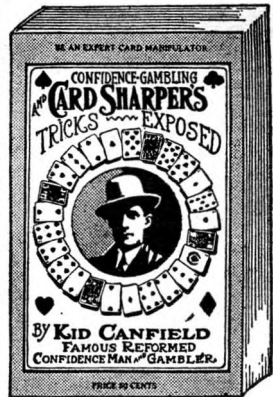
CARD SHARPS TRICKS

EXPOSED

Read about Kid Canfield's Expose, Sure Chance, The Soap Game, Tricks Exposed, Second Dealing, Bottom Dealing, Stacking Cards, Set-up of Hand, the Use of Mirrors in Gambling, and almost 100 more pages dealing with Modern Magic. We assume no responsibility for claims made by the author but simply give his version. Read this book. The knowledge it gives may save you from falling into the clutches of unscrupulous Gamblers.

No. B-617

Price 30c



Alleged **LUCKY PENNY**

Free Gift on \$2.00
Order

There is an inscription on this article saying "Keep Me and Never Go Broke." Can be worn on string to wear around neck. We do not sell it for money but give it without charge on the purchase of \$2.00 worth of articles from this Catalog. We want all our customers to have one so please rush your order in. Be sure to ask for it **FREE** by No. T-904.



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How Babylon would Fall be

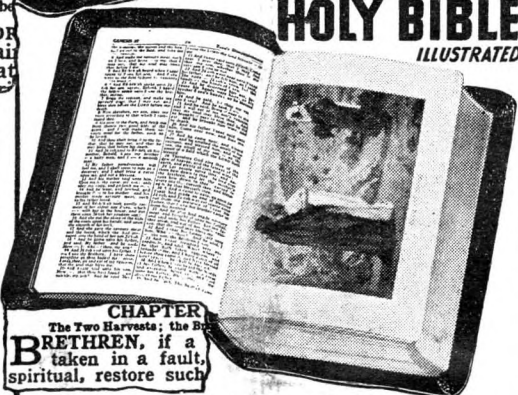
THUS saith the LORD will raise up again and against them that



This SACRED HEART OF JESUS PICTURE IN BEAUTIFUL COLORS

FREE

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HOLY BIBLE

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The Two Harbors; the B
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Every Good Home should have a Holy Bible. Here is your chance to get a Bargain. Handsome Bible, complete with Old and New Testaments. Black Leatherette cover. Gold Lettering on Cover. Beautiful pictures in gorgeous Colors. Easy Reading Type. We have seen similar Bibles sold for much more, but we offer it to you at our Bargain price. Sacred Heart of Jesus Picture FREE with each Holy Bible.
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A Wonderful, Complete Holy Bible; Old and New Testaments; 1,046 Pages, easy to Read. Black Leatherette Cover, Red Edges. Gold Lettering on Binding. Biggest Bargain in a Bible we ever heard of. Every person should own a Holy Bible. Hurry and get yours while they last at this Bargain price. Order this Bible; you will be given a beautifully colored FREE picture of Sacred Heart of Jesus.
No. B-663—Price.....49c

ONLY 49c

BUY THESE BEAUTIFUL RELIGIOUS MEDALS!



FRONT



BACK



FRONT



PARDON

Pretty Silver Finish

Prayer on reverse side: "Behold this Heart which has so Loved Men—Father Forgive them." Tie a string through loop and wear around neck.

No. A-288—Price.....25c

CROSS

Wear Around Neck



FRONT



BACK



FRONT

"Saint Joseph — Protect Us" Charm Silver Finish Medal. Embossed figure of Saint Joseph and Child with inscription "St. Joseph — Protect Us." Back: Angel leading Child with inscription, "My Guardian Angel—Be My Guide."
No. A-286....25c

"St. Christopher — Protect Us" Charm Figure of St. Christopher and words "Protect Us" embossed on Front. "St. Raphael — Protect Us" inscribed on back. Many wear this Religious emblem as a so-called safeguard.
No. A-287....25c

"Sacred Heart of Jesus" Medal "Sacred Heart of Jesus—In You I Put My Trust" engraved around figure. "Our Lady of Mt. Carmel — Pray for us" on back of Medal. Order this Religious Medal today and wear it wherever you go.
No. A-289....25c

"St. Anthony Pray for Us" Charm Wear around Neck or carry in Pocket. There are Folks we believe that never leave the House without wearing a similar Medal. Beautiful Silver Finish. Inscribed "St. Anthony — Pray for us."
No. A-290....25c

C.O.D. ORDERS—If you don't have money handy, just make your Order for \$1.00 or more and ask us to send C.O.D. Pay Postman amount of Order plus few cents postage when he delivers your package.

Send all orders to KING NOVELTY CO., 2244 Cottage Grove Ave., Chicago, Ill., U. S. A.

Holy Water Font

Many people hang this **ANGEL HOLY WATER FONT** on the wall and fill it with **HOLY WATER**. This Font is very Beautiful to look at. It consists of an Angel kneeling in Prayerful attitude, before the **Gold colored CROSS**, and contains a Beautifully decorated receptacle for the **HOLY WATER**. Can be hung up in your Bedroom, or Living Room.

A-243 Price... 50c



LUMINOUS CRUCIFIX

SHINES
IN
DARK

WITH
BRILLIANT
RADIANCE

A recent discovery in Chemical Science has at last made it possible to put in the possession of people, who want one, a Crucifix that will Glow and Shine in the Darkest Room. The time for Prayer is usually at Night before retiring—the hour when the mind should be in sweet repose. What a Comfort it is to awaken and see the Luminous Glow emanating from the "Body of Jesus."

Black Ebony finished hardwood **CROSS** with Luminous Corpus and raised letters **INRI** above figure. 14 inches Tall by 7 1/2 inches Wide. Hook on back for hanging on bedroom wall. The Figure of **CHRIST** will Glow and Shine in the Darkest room. Religious Folks should really be pleased to possess this **LUMINOUS CRUCIFIX**.

A-244 Price... \$1.95



ST. ANTHONY STATUE

St. Anthony, Patriarch of Monks, was born in the year 251 in Egypt. The story goes that when the Devils assaulted him furiously, he defied them saying "I fear you not, you cannot separate me from the Love of **CHRIST**." After making vain assaults the Devils fled, and Christ appeared to St. Anthony in Glory. Because St. Anthony did not permit the Devils or the Evil influences to dominate him, many people like to have the St. Anthony Statue in their homes.

A-292 8 inch size Price \$1.00
A-292A 12 inch size Price \$1.50

RELIGIOUS



CROSS and HOOP EARRINGS—Bright Yellow Gold color metal. Beautifully engraved **CROSS** hanging inside the **Ear Hoop**. You should really enjoy wearing these Fine Earrings. They come with Ear Wires for Pierced Ears.

No. J-300E Price 50c



"PROTECT ME" ST. CHRISTOPHER RING
Made of Sterling Silver. Beautiful raised embossed Figure of **ST. CHRISTOPHER** and Child, with words, "St. Christopher—Protect Me" engraved on the side. Send strip of paper or string for size.

No. J-137 Price..... \$1.50



ST. CHRISTOPHER, PROTECT US MEDAL. Inscribed "St. Christopher, Guardian of Wayfarers, Protect us." Can be tacked up on the wall, carried in pocket, or worn around the neck.

No. A-245 Price..... 50c

MY COMPANION ROSARY



Black Leatherette Case with the words "**MY COMPANION**" embossed in Gold Letters. Black Bead Rosary with Crucifix and two Silver color Medals. One inscribed "**St. Christopher—Be My Guide**," and the other with "**The Sacred Heart of Jesus**." Can be carried in Pocket or Purse.

No. A-293 Price..... 50c



RELIGIOUS CROSS BRACELET—Consists of 4 Black Crosses that dangle from a Beautiful Link Gold color metal Chain. People derive satisfaction and Spiritual Comfort from wearing the chosen symbol of Christianity.

J-303B Price..... 25c



NECKLACE CRUCIFIX

Figure of **JESUS** with inscription "**INRI**" on **CROSS**. The **CRUCIFIX** hangs on an elegant link Necklace. There are Folks we believe that never leave the home without wearing in some form or other the **CRUCIFIX** of **CHRIST**.

J-304N Price... 25c

BEAUTIFUL YELLOW GOLD COLOR METAL



PRETTY RELIGIOUS SET—Consists of Beautiful Pair of Cross and Hoop Earrings, regular price 90c; Fine Quality Crucifix Ring, regular price \$1.00; High-Grade Crucifix Necklace, regular price 25c. If bought separately amounts to \$1.75, but you get **ALL** for Only 98c. Religious Folks—Here is your opportunity to wear Religious Earrings, Necklace, and Ring at one Time.

No. A-294 Price..... 98c

JEWELRY



RELIGIOUS CROSS EARRINGS—Guaranteed rolled Gold Plate. Beautiful **CROSS** attached to ear wires. Many people derive great satisfaction from wearing the **CROSS** somewhere about their person. For pierced ears. Order yours Today.

No. J-301E Price..... 35c



Lord's Prayer Ring

Sterling Silver. Beautiful embossed shank. Plaque inscribed with Lord's Prayer: "Our Father, which art in Heaven, Hallowed be Thy Name. . . And Lead us not into Temptation, but deliver us from Evil, for Thine is the Kingdom, and the Power, and the Glory Forever. Amen." This Genuine Silver **LORD'S PRAYER** Ring is one of our Best Sellers. Send piece of string for size.

No. J-302 Price..... \$1.00

SEND ALL ORDERS TO KING NOVELTY CO. 2244 COTTAGE GROVE AVE. CHICAGO, ILL., U. S. A.

The Magical Science of **BLACK ARTS**



This book deals with Occult Sciences — Demonology — Spirit Rappings — Witchcraft — Sorcery — Spirit Mirrors — Mesmerism — How to Charm Those You Meet and Love — How to Magnetize — Witchcraft and Black Arts. We assume no responsibility for the author's claims but simply give his version. Everything explained in clear language. Very interesting reading.

Order by No. B-615
Price Only.....**50c**

Gypsy Madge's Fortune Teller **DREAM BOOK**



This is supposed to be the celebrated work said to have been written by the famous Queen of Gypsies, Old Egyptian Madge. Consists of a great Combination Table for playing Horses, Saddles, and Gigs. When to play Gigs, etc. Tells how to tell fortunes by Cards and Dice, and many other things of deep interest. We assume no responsibility for the author's claims but simply give his version. Be sure to order this Book. Send Stamps, Cash or Money Order.

Order by No. B-630
Price Only.....**35c**

BLACK CAT CURIO and **LODESTONE**



The fame of the Black Cat as a Luck Bringer has spread to all parts of the world. The belief in the said Luck Bringing Influence has been known since long before the days of King Solomon in Ancient Egypt. Some people believe that this Curio together with a Lodestone in a Red Flannel Bag brings untold Luck in Money and Love and Uncrosses the Jinx. We make no claims to this effect and sell only as a Curio Combination. We hope that you will be pleased with possessing this Black Cat Curio Outfit.

No. A-525
Price Only... **\$1.00**

National Policy **PLAYERS GUIDE**



Contents and complete list of Dreams with alleged **Lucky Numbers**, including **Birth Dates** and their alleged significance. **Unlucky days**, Rules for learning **Saddles, Gigs, and Horses**, and amount it is said they will bring. Also contains **Ladies' and Gentlemen's Names and Numbers**. We assume no responsibility for any claims or errors made by the author but simply give his version. Order your book now and read all about **Numbers and Dreams**. Something you might like to know.

Order by No. B-625
Price Only.....**\$1.00**

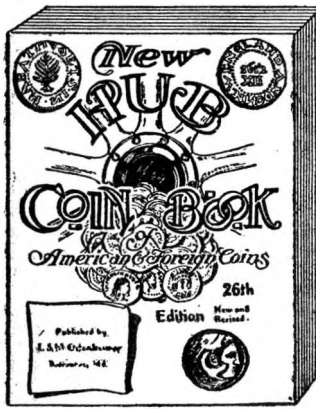
Book of Great **SECRETS** Or One Thousand Ways of Getting **RICH**



To people who work hard for Money and do not get much we have a few plain words to say. Everybody wants to make Money quick. We believe great fortunes have been made from some of the recipes given in this book. Contents: **Druggists' Department — Manufacturers' Department — Hunters' and Trappers' Guide, Artificial Gold, Parlor Magic, Farmers Department** and dozens of valuable recipes for Household and Everyday requirements.

Order by No. B-638
Price Only.....**50c**

New Hub **COIN BOOK**



You may have a fortune and not know it. Some have collected as high as \$400.00 for a 50c piece or \$200.00 for an Old Copper Cent. Did you know that a certain U. S. Silver Dollar has a catalog value of \$750.00? If you accidentally got a piece of money like this you might never know its value. Learn about Old Coin values in this Book. You may have Old Money that has great value. Find out for yourself by ordering this book today.

Order by No. B-649
Price Only.....**75c**

Agents Wanted—Write King Novelty Co. 2244 COTTAGE GROVE AVE. CHICAGO, ILL., U.S.A.

LUCKY MO-JO GOOD LUCK PERFUME



HE LOVES HER

Thrilling, enchanting, captivating Oriental fragrance wins many friends for users of this remarkable perfume. Some people use it when they wish to be attracted to the opposite sex or gain favors. Many customers write us that they have been very pleased and satisfied. Order a bottle now. Try it yourself on handkerchief or clothes or rub a drop or two behind the ears. We believe you will be thrilled with its sweet fragrance.



Order by No. A-203
Price Only **50c**



Sweet Perfume Attracts His Attention

The charm of this exquisite perfume is loved by all. Its sweet smelling, soothing odor lingers about you like a fascinating dream. Many claim that they have been Lucky in Love through the use of certain perfumes. However, we make no claims to this effect or that this perfume is LUCKY but sell only as a high grade perfume possessing a delightful, Oriental type, long lasting fragrance.

GOOD LUCK SACHET LOVELY POWDER



USED BY MANY TO
WIN IN LOVE

Keeps
You
Sweet



Order by No. A-204
Price Only **50c**



HOW TO USE

Place a little in a bag and tie around the neck or place a little on the body each morning. Surrounds you with a delightful perfume and keeps you sweet all day. Sprinkle in your dresser drawer to keep clothes sweet. While many say that these powders have brought them Good Luck we do not make these claims but sell only as a delightful, fragrant Sachet Powder.

Attract Attention by Smelling Sweet

Rub Sachet Lovely Powder on your body. Give yourself a chance to win in love by keeping your person fragrantly perfumed with these wonderful, sweet smelling Sachet Powders. You'll be pleased with the delightful fragrance of these Powders which many say is enticing.

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Can We Talk to Spirit Friends



or the World Next-Door

This Book written by Lloyd Kenyon Jones tells about such interesting subjects as follows: The Other Side of the Earth-Door:—The Higher Spirit Spheres—Using the Seance Forces:—Our Master Guides:—Communication in Spirit:—Information Through Telepathy:—The Nourishment of Spirit:—Ministerial Views in Spirit:

LEARN THESE SECRETS

The Author declares that our loving ones in Spirit can pass through our material Bodies. Read in this Book what the Author says about "OUR WORLD NEXT-DOOR." Read about the Spirit Body and the Sensation Following Transition. We assume no responsibility for claims made by the Author. This Book has been a very Big Seller and if you are interested in the Secrets supposed to be explained in this Book, order Now.

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Are you going to be Lucky and Win in such matters as Love, Marriage and Money. The Guide that comes with these Cards makes it quite easy for you to lay out the Cards and gives you what is supposed to be your Fortune. We make no claims that this is true or accurate, but sell only for amusement. Beautifully designed set of Fortune Telling Cards packed in a box with Directions.

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Learn to tell Fortunes by Cards. If you do people may come to you and have their Fortunes told. In this book the author attempts to teach you HOW. Contains information on such subjects as: What the Cards Can Tell of the Past, Present, and Future—Your Fortune in 21 Cards—Combination of 7's—Combination of 9's—Master Method—Your Heart's Desire. We assume no responsibility for claims made by the author.

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Specially prepared Golden Brown Compound Powder, the form, which has been said, has been mostly used for ages by the Orientals for Ceremonies and Invocations. It has been said that to the Hindu the burning of Incense seems to lull him into a Soul Vision inducing a state where he experiences that weird "Out of the Body" sensation. It is said by those who profess to know that Incense was burned by Ancient People and even in the present time for the purpose of bringing Good Luck in Money Matters, Love Affairs, Games of Chance and to Drive Away Evil Influences. We make no claims to this effect and sell Spiritual Rites Incense to our customers who may use it for their own particular purpose.



Large 1/2 lb. Can
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Will these Be Yours? This remarkable Incense burns discharging a delightful fragrance. Then behold Little by Little—Slowly—Letter by Letter—Word by Word—Mysteriously YOUR READING appears in the ASHES. You will marvel—You will be amazed to see your Alleged Fortune in the Ashes. We make no claims that this Fortune is true or accurate. We sell only for amusement. Do not miss out on this. Right in front of your very eyes you will read a message in the Ashes of the Burning Incense. It is easily worth the small sum we ask. Buy a box now.



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2 Boxes for 45c

ALLEGED Lucky Burning Perfumes



Because of the belief that PERFUMED INCENSE would ward off EVIL SPIRITS, the Tibetans have placed some Incense in the Amulet Boxes they commonly wear, and in which they have great faith for PROTECTING them from bodily harm. It is well known that fragrant PERFUMED INCENSE has been used in many forms of worship. Because some believe that the burning of Perfumed Incense is LUCKY we have given this Incense Candle the name of Alleged LUCKY BURNING PERFUME, as a Trade Name only, but we make no claims that it will bring LUCK or Drive Away Evil. We sell for its Delightful Fragrance.

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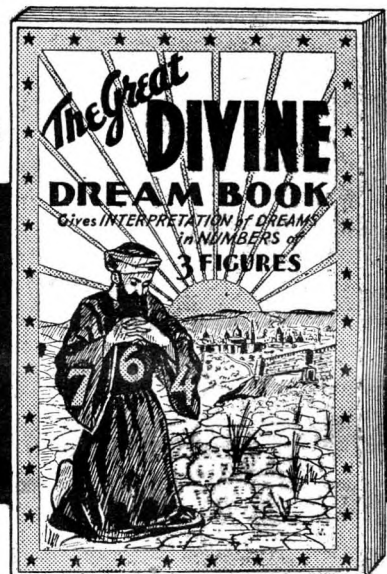
the GREAT PROF. Black Herman's Book and learn about his SECRETS. Claimed to be the Greatest Magician the Race has ever produced. He is said to be able to reveal the PAST, PRESENT and FUTURE. He claims in the Book to give LUCK for LOVE, HEALTH, BUSINESS and POLICY. What a Book! Contains mysterious TRICKS and SECRETS. Prof. Herman tells you supposed Lucky Stones, supposed Lucky Numbers, Marriage Forecasts, etc. Do you want to know about Dreams and Numbers? Read what Black Herman tells you in his Book. However, we assume no responsibility for claims made by the Author. Black Herman says "Why Grope in Darkness? Who knows but that the Knowledge of one page may change Failure to SUCCESS." Price listed \$6.00. Reduced to only \$1.00. Order Yours Now!



Black
Herman's
Dream
Book

\$1.00
REDUCED PRICE

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The GREAT DIVINE Dream Book
NUMBERS—DREAMS—FORTUNES—All given in this Book. The Book describes an unusual Special System to figure out Numbers which the author claims was in favor thousands of years ago. We, of course, assume no responsibility as to its accuracy. He calls it Astro-Numerology and describes it as a way to determine your Vital Number or your so-called Lucky Number.

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Price Only \$1.00



5 IN 1 DREAM BOOK

By Mme. Vangine Hamdda

Gives interpretations of all Dreams and Numbers of 3 Figures. Do you believe in Dreams? If you do then get this Book and learn what Mme. Vangine Hamdda tells you about them. The Author gives you (along with the alleged Horoscope) 3 Numbers after each and every day of the year. For example: If you were born between March 21st and April 20th your alleged Lucky Number is supposed to be 127. We assume no responsibility for claims made by the Author, but if you are interested in this subject of Dreams and Numbers it would be a fine Book for you to Order.

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To LUCKY Dreams and LUCKY Numbers. This is really Five Books for the price of one. Tells about the Human Body; Gives Interpretation of Dreams; Gives answers to important questions; Tells about the significance of "Moles"; Tells about Charms and gives Dreams together with alleged Lucky Numbers. We assume no responsibility for claims made by the Author, but believe you will be very pleased with this Book. Rush your Order Today!

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King Tut Policy Player Dream Book

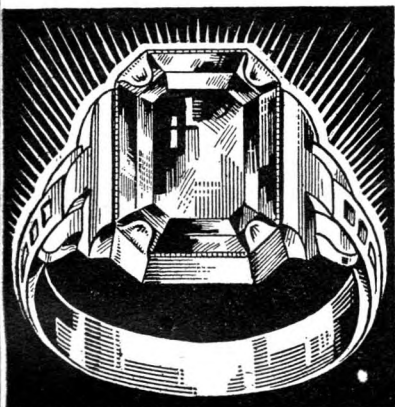
The Author claims, that the writings came from the Tomb of KING TUT. Contains a list of Ladies' or Gentlemen's names with their alleged Lucky Numbers! List of Animals and their alleged Lucky Numbers! Mystery Clock for finding alleged Lucky Numbers; 250 interpretations of New Dreams and Numbers. We assume no responsibility for claims made by the Author. Order Yours NOW.

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GET RING FOR YOUR BIRTH MONTH

The old tradition that has been handed down from one generation to the next regards certain precious Stones as representing the Birth Month and that the Birth Month Stones are said to possess certain qualities as LUCK BRINGERS to the person who wears them. Many people believe that the wearing of the Birth Month Stone on their finger will drive away Evil Influences and attract Happiness and Success. We, of course, make no claims to this effect, but sell only as Birth Stone Rings, set with a beautiful synthetic reproduction of the genuine stone. Be sure to send a piece of string showing finger size.

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No. 44—April—Diamond
No. 45—May—Emerald
No. 46—June—Pearl

No. 47—July—Ruby
No. 48—August—Sardonyx
No. 49—September—Sapphire
No. 50—October—Opal
No. 51—November—Topaz
No. 52—December—Turquoise

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69c

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Elegantly engraved MO-JO or Sheik's Head. Very Oriental looking. The Head is adorned with the CRESCENT, a symbol adopted by the Turks long ago as an Omen of Good. Your Friends should gasp with amazement when they see this Ring on your finger. This Ring is a Beauty. If you do not say it is worth every penny that you spent, return it, and we will give your money back. You have to see this Ring to appreciate it. Send piece of string for size.

Order by
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HELP—PRAY FOR US RING



A very Popular Ring that has the words inscribed, "Our Lady of Perpetual, Help—Pray for us." These words engraved right on the ring and Our Lady with Child raised in the center. Many say this Ring has brought them LUCK and SUCCESS. We make no claims to this effect and sell only as a fine piece of jewelry. You should be very pleased. Send piece of string for finger size.

Order by
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Price Only....

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7 STONE RING

Popular, Fancy Engraved Step design 7 sparkling fine cut White Stone Briliants. One stone in center, silver finish. Looks real expensive. You should be proud to wear it. Be sure to send piece of string showing finger size.



Order by
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Price Only.....

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\$1.00

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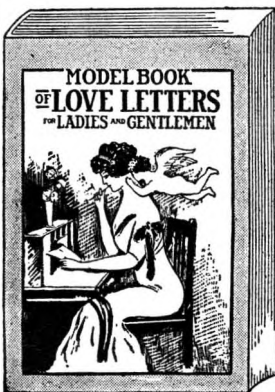


How to Make LOVE

The Mystery of Love Making Explained

The Great Secret of Wooing and Winning—Tells How to begin Courting; To get Over Bashfulness; To Win a Girl's or Man's Consent; To do things Before and After Engagement; and hundreds of things of importance to Lovers. Young and old should enjoy it. Many of the people who have read this book say they never knew about Love Making until they bought this book.

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LOVE LETTERS

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Most everyone wants Love. Are you missing a Happy Life? Can you hold the Love of your husband, wife, or friend? Can you captivate, fascinate, Win and Hold the one you Love? These two books tell you how to act—What to say—what to do—How to Win a girl's or man's consent—How to improve your beauty. A Bottle of Alleged Good Luck Perfume also included. We assume no responsibility for claims made by the authors of books but simply give his version. Order by name, "Lover's Secrets Outfit."

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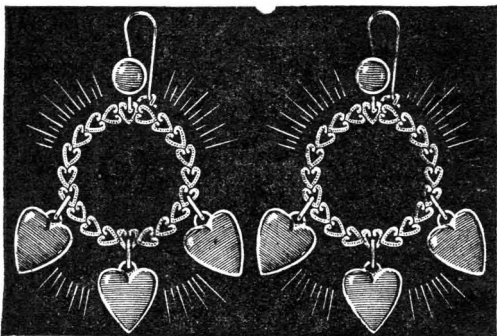
At last you can write your Sweetheart a Letter describing your LOVE in Glowing Terms. After a few weeks, writing completely disappears. Prying eyes can not read your Love Epistle. LOVE LETTERS written with this LOVERS' INK will always remain a Secret.

No. A-253
Only . . . **25c**



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3 Dancing HEARTS Earrings

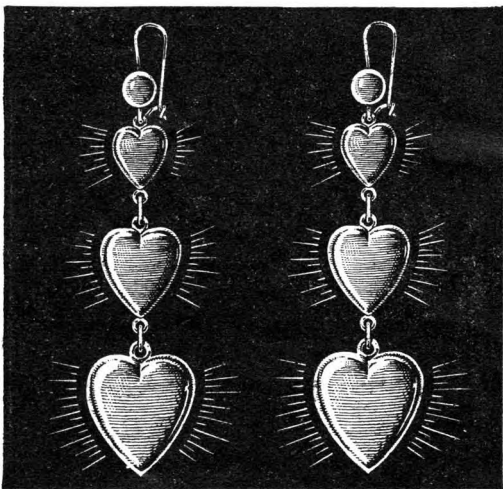


For Real High Society Class, these **Stunning Earrings** have everything you want. Very rich looking. Heavy Bright **GOLD** Looking Finish **HOOPS** of fancy engraved **Heart-shaped** links from which dangle **3 Heart-shaped** pendants. They look very expensive and so **pretty** hanging from your ears, they attract admiring glances everywhere you go. Be sure to write for a pair **NOW!**

Order by No. **J-255E**

Price Only **50c**

6 HEARTS of LOVE Earrings

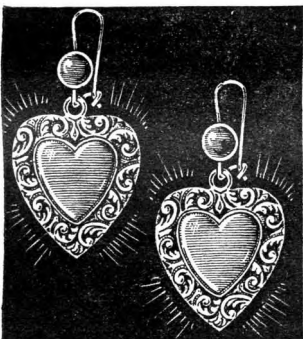


These **Heavy Bright Gold** looking finish **Sweet-heart** Earrings are very popular. Sometimes called **"LOVER'S DELIGHT."** Consists of three fancy **HEART** pendants linked together. Real long and snappy looking. Very smart. They should attract admiring looks when hanging from the ear. **Rush your order for a pair Today!**

Order by No. **J-256E**

Price Only **\$1.25**

TRUE HEART EARRINGS



Swell enough for a **Queen**—these **Heavy Gold** looking Finish **TRUE HEART** Earrings are supremely elegant. The fancy engraved design surrounding the inside **HEART** of each earring looks very Rich. A gift every Mother, Wife, Sweetheart or Sister should cherish forever and proudly wear as a token of **TRUE LOVE**. Send for yours **Now!**

No. **J-230E**

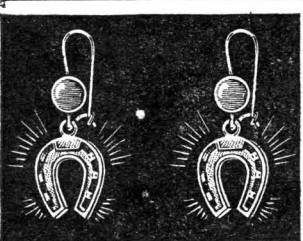
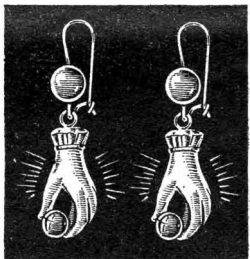
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\$1.00

Alleged LUCKY HANDEARRINGS

The **HAND** has been used as a Talisman against the **EVIL EYE**, and as a sacred symbol representing **Generosity** and **Power**. Because of this we have named these Earrings the **Alleged LUCKY HAND** Earrings, but we make no claims that they will bring **LUCK**, and sell only as a very Novel pair of Earrings. Guaranteed **Rolled Gold Plate**. Looks real Bright and Attractive. For Pierced Ears. Order a Pair Today.

No. **J-221E** 98c
Only

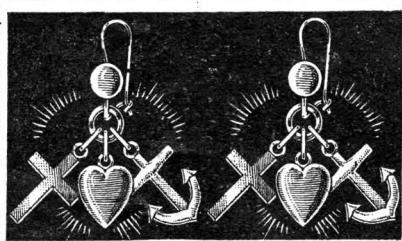


Alleged LUCKY Horseshoe Earrings

Bright Gold color Earrings. For Pierced Ears. The **HORSESHOE** is an age old symbol of **GOOD LUCK**, and has been used by People of all Nations to **ATTRACT** Good Fortune and Success. We, of course, make no claims to this effect for the Horseshoe on these Earrings, but offer as an **Attractive Jewelry Curio**. **GUARANTEED** not to Tarnish. These Horseshoe Earrings should look real cute and pretty dangling from your ears. **ATTRACT** attention wearing them. Order a Pair Today.

No. **J-222E**

Price Only.... **69c**

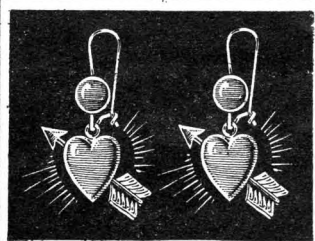


FAITH, HOPE & CHARITY Earrings

Just think. The 3 Symbols of **Faith, Hope** and **Charity** all linked together hanging from your ears. 1.—The **Cross**—sign of **Faith**; 2.—The **Heart**—sign of **Hope**; 3.—The **Anchor**—sign of **Charity**. High Quality. Gold color metal. 1/60-12K Ear Wires. For Pierced Ears. Will not tarnish. Order a Pair of these Beautiful Earrings for yourself Today.

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Price Only..... **75c**



Steal Your HEART AWAY Earrings

Girls—Get yourself an exciting pair of these "Steal Your Heart" Earrings. Their **Heavy Bright Gold** looking Finish **HEART** pierced by **CUPID'S ARROW** add a **CHARM** to your looks. If you want to attract the attention of desirable boy-friends and arouse their interest, order a pair of these **Lovely Earrings** at once.

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Price Only **75c**

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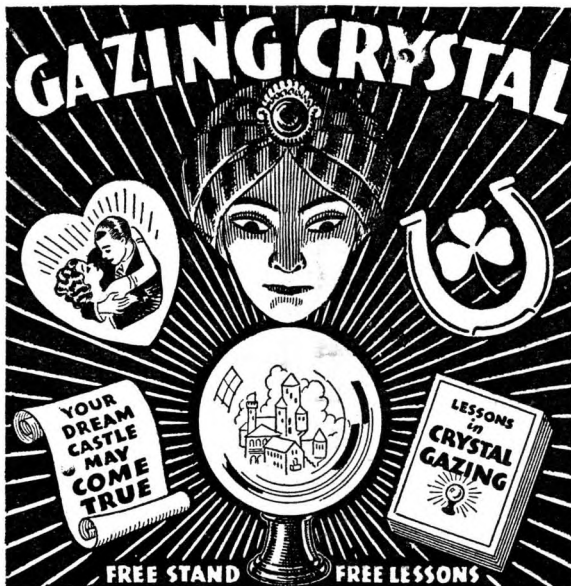
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No. A-240 Extra Large Size...\$10.00

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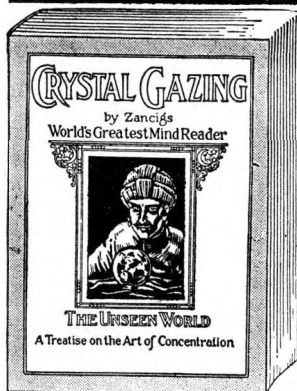
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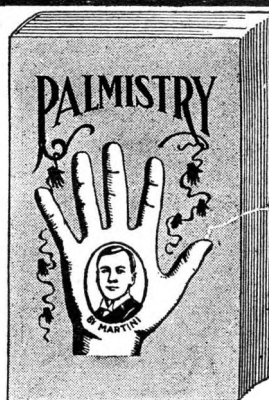
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Martini, the eminent Palmist,
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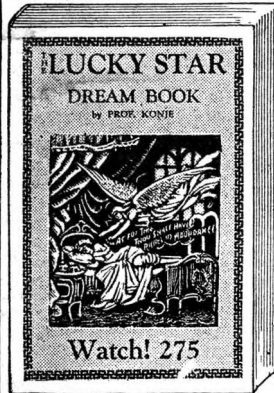
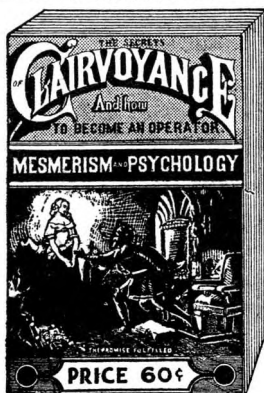
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no responsibility for claims
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CHICAGO, ILL., U. S. A.

GENUINE FRANK-INCENSE COMPOUND

Or BIBLE Incense



**THE BIBLE SAYS,
"BURN INCENSE"**

Incense has been used as far back as Biblical Times and has been burned in Ancient Oriental Countries in Divine Worship to the Deity. You can even read in the Bible in Exodus XXX—1: "Thou should make an altar to burn Incense on." Many Ancient people believe that the Burning of Incense has a calming effect and that it Drives away Evil and Brings Happiness and Success in their undertakings. We make no claims to this effect and sell as a specially prepared FRANK-INCENSE COMPOUND which we believe similar to the Incense used in Bible Times.

INCENSE BURNT WITH RECITAL OF PSALMS

Those who believe in the efficacy of Prayer and the Recital of the Psalms when Burning Incense may do this if they wish. However, we make no claims that reciting the Psalms mentioned below or Burning Incense will produce any supernatural effect or be of any value. We sell this Frank-Incense Compound only as a fine Incense that will Burn with a delightful, fragrant odor.

PSALMS FOR THOSE WHO HAVE BEEN UNLUCKY

PSALM 4.—If you have heretofore been unfortunate or unlucky in spite of every effort, you can, if you wish, Burn this GENUINE FRANK-INCENSE COMPOUND while citing in a Prayerful manner PSALM 4 before Sunrise or in the morning with humility and devotion. Let your mind be uplifted in true faith ever trusting in the Love of Almighty God without whose assistance all must Perish. You may, if you wish, also repeat the Psalm which follows: "May it please Thee, O God, to prosper my ways, steps and doings? Grant that my desires may be amply fulfilled and let my wishes be satisfied for the sake of Thy Great, Mighty, and Praiseworthy Name. Amen."

PSALMS AGAINST EVIL SPIRITS

PSALM 10.—If anyone believes they are plagued with an unknown or Evil Spirit they may Burn this GENUINE FRANK-INCENSE COMPOUND and pronounce, while burning, Psalm 10, keeping constantly in mind the Adorable name of God. Many people repeat, if they wish, the prayer which follows: "O Lord, God, please break the power of this Evil, Obsessing Spirit, and Free me from his plagues and oppression. Wilt Thou strengthen me in Soul and Body and Deliver me from Evil Unclean Spirits? Amen."

A PRAYER IS ENCLOSED IN EACH BOX

Order by No. A-201K. Price Per Package Only **50c**

Order by No. A-201L—Extra Large 1 Pound Size, Price Only **\$1.50**

PSALM FOR SUCCESS

PSALM 26.—Many people who have been followed by Bad Luck or Misfortune and have been Unsuccessful in their Undertakings or have not been able to save Money, may, if they wish, Burn this GENUINE FRANK-INCENSE COMPOUND and cite Psalm 26 early every morning and late every evening. However, it is said they must have undivided faith in the Great and Unlimited Power of God to overcome all things and to help them so that their wishes may be fulfilled and so they may have plenty for themselves and their Loved Ones.

PSALM FOR LOVE AND GOOD WILL OF ALL MEN

PSALM 8.—Many people who desire the Love and Good-Will of all Men and Women in their Business and Social Transactions or any other Matters, may if they wish, Burn some of this GENUINE FRANK-INCENSE COMPOUND while citing in a Prayerful Manner Psalm 8, all the while thinking of the Lord God, who has made Thee to have Domain over the Works of Thy Hands. After citing this Prayer as above, you may wish to cite the following Prayer: "O Lord, may it please Thee to grant that I may obtain Love, and the Good Will of all Men and all Women in the transaction of my Business? I, at all times, promise Thee that I will be Honest and Straightforward in all my dealings according to Thy Holy Will. Amen."

SEND ALL
ORDERS TO

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2244 COTTAGE GROVE AVE.
CHICAGO, ILL., U. S. A.

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ROMANCE * SUCCESS * HEALTH * WEALTH * LOVE

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LUCKY

BACK VIEW

THE LUCKY BREAKS TOKEN

A WINNER NEVER QUIT

ALLEGED "LUCKY BREAKS" COIN and KEY RING

Beautiful Gold Finish Alleged "GOOD LUCK" COIN attached to key link chain. Thousands of people are carrying **Pocket LUCKY PIECES** from which they would not part for anything. On this coin you have engraved some of the most Famous **LUCK** emblems as follows: HORSESHOE; FOUR LEAF CLOVER; WISHBONE; BLUE-BIRDS OF HAPPINESS; LUCKY BUG; LUCKY STAR. Engraved with words "**LUCKY BREAKS**" token—"A WINNER NEVER QUIT, SUCCESS—HEALTH—WEALTH and LOVE." We make no claims that it is **LUCKY** but sell as a very fine Key Ring and **Pocket Piece**. You'll like it when you get one. So Order Yours Now!

Order by No. A-285
Price only **35c**

ALLEGED LUCKY DICE

FREE Rabbit's Foot

"Roll 'Em" Brother! Some "Hot" looking Dice." Just think—set with Brilliant, Dazzling Diamond Cut white stones. **RABBIT'S FOOT** given FREE. Put that **RABBIT'S FOOT** in your pocket and roll them. **Shining Dice** and the folks should sit up and take Notice. We make no claims that these are **Lucky** and do not charge extra for the **RABBIT'S FOOT**. Hurry! Hurry! Buy while they last.

No. J-143
Price only **79c**

GAMBLER SECRETS, CARD SHARPS EXPOSED!

TELLS the TRUTH about CARDS, DICE, PUNCH BOARDS, RACES, and other kinds of GAMBLING

A Sure Winner. See How It Is Done.
Page 79 of the **GREAT OPEN BOOK**.

The **Open Book**

Crab, Duck, Pouch, Gravel, Wolf, Wolf, Sheepskin and Secret, Secret, all the Gambling and Fortune in World at One

EMPHATICALLY—WE MEAN IT!

Price \$3.50

Inside Gamblers' Secrets about **ROLLING DICE**. Read page 60 of the **OPEN BOOK**.

Inside Card Secrets exposed. See how it is done in the **GREAT OPEN BOOK**.

Professional Gamblers' Secrets of **Winning Money**. Read the **Great Open Book**.

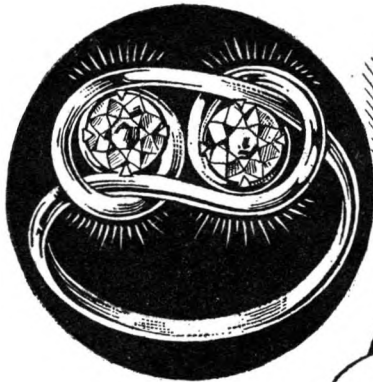
THE OPEN BOOK

Forewarned is Forearmed. IT'S PROTECTION TO YOU. Read the **OPEN BOOK**.

SECRETS of Professional Gamblers, Crooks **WINNING Money EXPOSED** in the **Great OPEN BOOK**. Read the real inside Secret of **SLOT MACHINES, THE RUBBER HOSE TRICK, PLAYING NICKEL MACHINES WITH PENNIES**, etc., **ALL EXPOSED** in the **Great OPEN BOOK**. Know the real **SECRETS** about **DICE** or **Quit Shooting Craps** forever. Know the **inside Card Secrets**—A hundred ways to read Cards. How Gamblers **Can Win**. Get Wise—Be Protected. The **GREATEST Book** that was ever written **EXPOSING INSIDE Secrets** used to **WIN**. Grafters, Fakers, Rackets, Con Games of many kinds told about. **THEY WIN—YOU LOSE. WHY?** They know the **SECRETS** and use them against you. **QUIT LOSING. WISE UP**. Read **How WINNING** is done in the **Great OPEN BOOK**. Order yours **NOW**. Find out these **SECRETS** and be on guard.

Order by No. B-660
Price NOW **\$3.50**

Agents Wanted—Write King Novelty Co. 2244 COTTAGE GROVE AVE. CHICAGO, ILL. U. S. A.



FRIENDSHIP KNOT RING

TRUE FRIENDSHIP is certainly a beautiful thing. Often it ripens into **TRUE LOVE**. Show your appreciation by giving and wearing one of these Friendship Knot Rings. Has two Sparkling Ruby Colored Red Stones tied in a delicate KNOT by Bright Gold Finish Metal. A nice Gift for TRUE Friends or Sweethearts. Send piece of string showing finger size.

No. J-258
Price Only... **50c**



RING
OF
LOVE



LOVER'S KNOT RING

Just the Ring to give your dearest Sweetheart. Consists of bands of Bright Gold color metal, and two Brilliant, Ruby colored Stones. All tied together by Beautiful strands of Bright Gold color metal. Supposed to represent the **LOVER'S KNOT**. Wear this Ring as a symbol of True Love, or as an Ornament. Send piece of string for finger size.

No. J-257
Price Only... **50c**

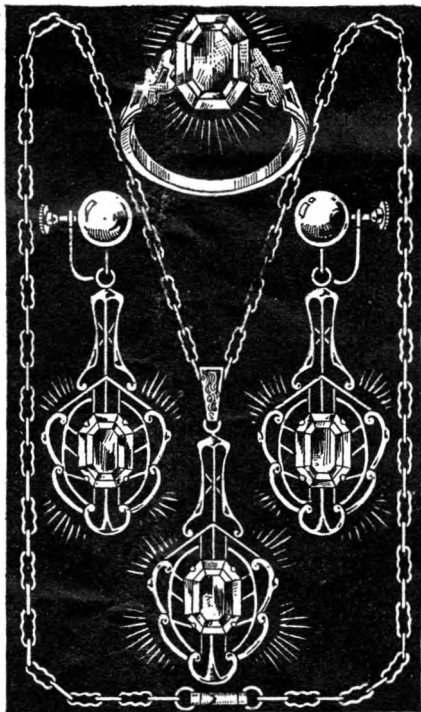


"KISS ME AGAIN" RING

Gentlemen: Show this "Kiss Me Again" Motto Ring to your Sweetheart and get lots of thrills. Ladies: Wear it and tease your boy friends. **BIG FUN** everywhere. For Men, Women, Boys and Girls. Send piece of string for finger size.

No. J-259
Price Only... **35c**

Alleged LUCKY BIRTHSTONE SET



Yes, indeed! The girl who gets this **BIRTHMONTH** Set sure should call herself a **LUCKY GIRL** and will she attract admiring glances from all sides! Just think! A stunning Necklace, Earrings and Ring all set with Big Dazzling Birthmonth Stones representing **MONTH** you were **BORN** in. Very elegant Filagree design in Beautiful Silver looking Finish. Latest style. A 3 in 1 **BIRTHSTONE COMBINATION** for your finger, ears and Neck. Give day of **BIRTHMONTH** and send piece of string for finger size.

No. J-262EN
Price Only... **\$1.49**



Ladies'

ENGAGEMENT RING¹

New Square Cut Stone made to look like \$1000.00 Big 2 carat Diamond. So Dazzling it takes your breath away. Just the gift for a Sweetheart. Send string for finger size.

No. J-260
Price Only... **35c**



Alleged LUCKY HAND RING

THE HAND was considered by some of the Ancients as a **PROTECTION** against Evil, particularly against the Evil Eye. We make no claims to this effect, but sell this Ring as a fine piece of Jewelry. Send piece of string for finger size.

No. J-261
Price Only... **\$1.00**



GENTS'

FLASHY HOTCHARING RING

Engraved with 2 Ladies' figures representing the Goddesses of Love and Passion. Big Diamond Cut stone sparkles and dazzles like the real thing. Send piece of string for size.

No. J-263
Price Only... **50c**

Agents Wanted—Write King Novelty Co. 2244 COTTAGE GROVE AVE. CHICAGO, ILL., U. S. A.

HIGH JOHN ROOT the CONQUEROR



**CONSIDERED BY MANY TO
BE A GREAT LUCK BRINGER**

High John the Conqueror is one of the most famous of so-called LUCK ROOTS. It is believed by many that a person carrying one of these HIGH JOHN ROOTS in his pocket or on his person will never be without Money and will be very LUCKY and Successful in his undertakings. Many superstitiously think that this strange ROOT acts as a powerful LUCK Charm for Winning Games, Drawing Lucky Numbers and that it Helps in Love Affairs and Drives Away Evil Influences and wards off Bad Luck. However, we make no claims to this effect and sell only as a Curio. We have received word from many of our customers who say that they are well pleased with the very fine quality. Some have written that they like to carry the Root in their pocket or purse and many others have said they like to Chew on the ROOT and say they have had Good Results and we might add that we have many customers who say they would never be without a piece of HIGH JOHN.

**BIG
SELLER**

Order by No. A-209
Price Only

50c

GENUINE MYRRH



MYRRH was one of the precious substances of Biblical times used at least 2,000 years ago. It was blended with an Oil wherewith the Priests were anointed and it is said that it ran down the beards of Aaron and his Sons when they were exalted to leadership. The Bible mentions it is used in a Holy Oil—(Exodus—Chap. XXX). Some folks still believe MYRRH to have mystic Luck Powers and to bring Luck in Love Affairs and Money Matters. We make no claims to this effect and sell only as Genuine MYRRH.

DON'T WAIT

Order by No. A-210D
Price Only

50c

LITTLE JOHN to Chew



This strange looking ROOT has been called by some folks Little John to Chew. Some folks like to CHEW this Root and believe it to be a powerful LUCK bringer for drawing Money and Love and Driving Away Evil and Bad Luck. However, we make no claims to this effect and sell only as a Curio. We guarantee this Root to be fresh and clean. Order some of this LITTLE JOHN TO CHEW ROOT. Comes packed in sanitary box. We have thousands of satisfied customers and hope you will be pleased too.

Order by No. A-210E
Price Only

50c

HIGH JOHN the CONQUEROR



**FIXED in BAG
with
VAN VAN OIL
and
FIVE
FINGER
GRASS**



Some folks in the South visit the Voodoo Man who often charges big fees such as \$5.00 and even \$25.00 for his services. Worried and troubled men and women have gone away HAPPY when the Voodoo Priest prescribed this fetish which consisted of High John The Conqueror Root fixed in Red Flannel Bag with Lodestone and Five Finger Grass. This bag was to be worn around the neck and sprinkled every morning with two drops of Van Van Oil. This superstition was that this acted as a Luck Charm and would Drive Away Evil and Attract much Good Luck and Money and bring about the thing desired. We of course make no claims to this effect and sell only as a Curio. Ask for it by name—HIGH JOHN THE CONQUEROR FIXED IN BAG.

Order by No. A-521
Price Only

\$1.00

SEND ALL
ORDERS TO

KING NOVELTY CO.

2244 COTTAGE GROVE AVE.
CHICAGO, ILL., U. S. A.

EXTRA HEAVY — LARGE SIZE HAIR STRAIGHTENING COMB

"The KING Of Them All"

Be Your Own Hair Dresser—Save Money. Get the Finest HAIR Straightening Comb we know of. Made of **EXTRA HEAVY** Brass with Special **CURVED TEETH**. Holds heat **EXTRA LONG** time to give best results. Rich looking, highly polished, wood handle that keeps cool. Comfortable and easy to use. Tames the kinkiest, harshest and most stubborn HAIR into long **STRAIGHT Looking Beautiful** strands. If you crave to dress your HAIR so that it will win admiring glances everywhere, lose no time in ordering a **SPECIAL CURVED TEETH HAIR STRAIGHTENING COMB** Today.

**EXTRA
HEAVY**

**10 1/2 inches
Long**

Special

CURVED TEETH

With Classy Handles Made by Experts

PRICE ONLY

\$2.00

Order by
No. D-105



"HARLEM QUEEN" Hair Straightening Comb

Very popular. Made of **HEAVY** high-grade Brass with **STRAIGHT** Teeth. Strong, brightly polished handle that stays cool while teeth stay hot. Makes HAIR Dressing at home so easy. You can save Big Money cutting down on beauty parlor bills. Beautify your HAIR with this HAIR Straightening Comb.

**Straight
Teeth**

Easy to use this fast working HAIR Straightening Comb. Just heat comb over Lamp or Stove, apply Pressing Oil and pass comb through your HAIR. You'll be amazed the way the kinky, wavy and tough HAIR becomes **STRAIGHT Looking** and Beautiful. Order Yours Today!

Order No. D-106
Price Only **\$1.00**



LUCKY LULU

Hair Straightening Pincers

If your HAIR is Stubborn or Tough and just won't stay put, you can **FIX** up these Troubles with these HAIR Straightening Pincers.

HEAT

it just like a Straightening Comb and **PRESS** those crimped strands between the Pincers. Works fast and sure. Made of highly polished metal with black enameled handles. Will last for years. Order one Today!

No. D-107
Only **\$1.50**



SWEET GEORGIA BROWN PRESSING OIL

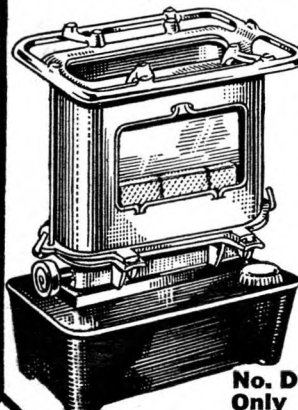
**Will Not Burn
Ends of Hair**

For Beautiful Smooth **STRAIGHT** Looking HAIR that everyone desires and admires, just apply **Sweet Georgia Brown Pressing Oil** and gently stroke the HAIR with a Hot Comb. Works quickly and safely without danger of burning ends of HAIR. Smells good on HAIR. Order a Can Today and say "Good-Bye" to HAIR Dressing troubles.

No. M-710
Only **35c**



HANDY ANDY Straightening Comb HEATING Stove



HEATS COMBS JUST RIGHT. To get the best results with your **STRAIGHTENING COMB** you should heat it on a "**HANDY ANDY**" Straightening Comb Heating Stove. Well constructed, strong and solid. Absolutely safe and easy to use. Carry it wherever you go. Ready for use anytime. Burns kerosene—a few cents worth will last a long time. Keeps Combs at right heat while dressing the HAIR. Just the thing for home and beauty parlor. Buy one NOW and **HEAT** your **STRAIGHTENING COMB** the New Way. Order Yours Today!

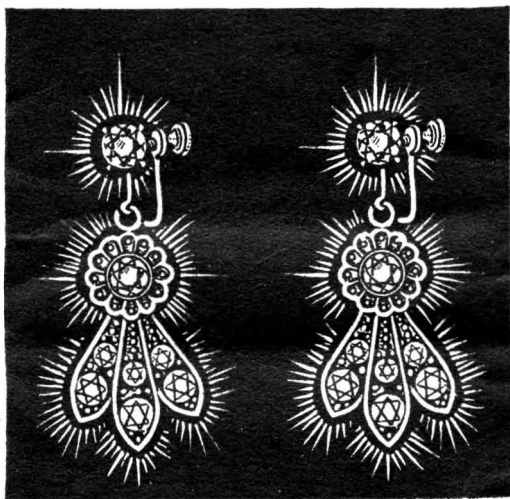
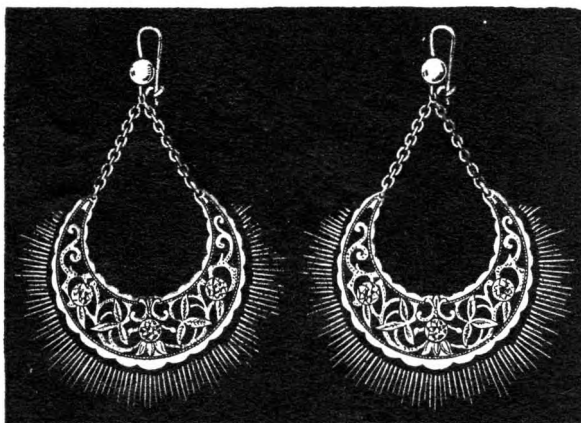
No. D-108
Only **\$2.25**

SPANISH STYLE EARRINGS

FOR PIERCED EARS

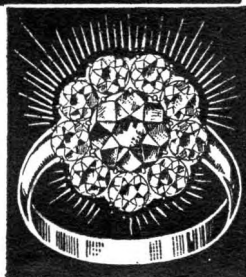
You should look real pretty with these beautifully engraved Spanish style Earrings. Just look at the delicate filigree work and the fine appearance of these Earrings. Each Earring is set with two Dazzling, White, Sparkling Imitation Diamonds, and one Synthetic Emerald in the center. We believe this beautiful pair of Earrings will greatly enhance your beauty. Order a pair and see for yourself. If you are not satisfied return them and your money will be refunded. We guarantee Satisfaction.

Order by No. J-146E
Special Bargain
Price Only **\$1.00**



CLEOPATRA FANCY EARRINGS

These Beautiful Earrings seem to shine like Stars. They are really very beautiful. A large Brilliant Dazzling White Gem set at the Ear Lobe and clusters of Sparkling, Glowing Diamond Cut Stones in the Pendants that hang down from the Ear. Just like you see on Society Folks. Attract admiration everywhere by wearing them. Your Ear does not have to be pierced for these Earrings, as they clamp on easily.



Ladies' Fancy Cluster Ring

Real expensive looking, beautiful Diamond cut Cluster Ring—one big stone in the center with 9 Brilliant, Dazzling, Fiery cut stones around it. Aflame with beauty and richness. Never before did we offer such a Beautiful Ring at this low price. Be sure to send piece of string showing finger size.

Order by
No. J-172 **59c**
Price Only

Order by No. J-173E

Price Only

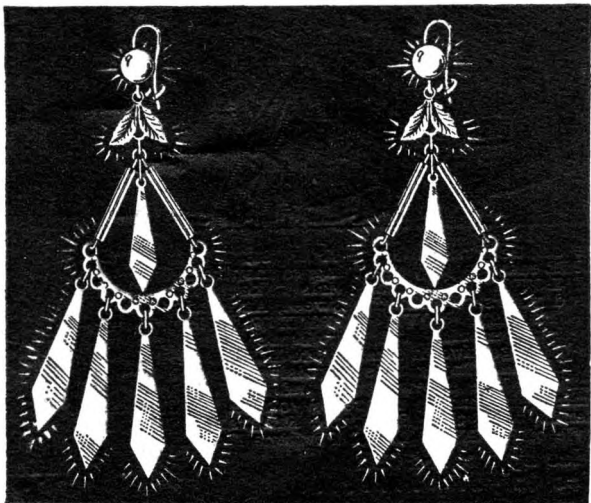
59c

NIGHT LIFE Earrings

Spanish Style—For Pierced Ears

Extra Long, Gold Finish, Beautiful Earrings for Evening Wear. Just like you see in the stores for big money. Even prettier than the picture. One Pendant in center of Crescent and five longer Ornaments swinging gracefully. Really these are the most beautiful Earrings ever seen, and we believe that you will just love them and be admired by all. They certainly attract attention as they look so beautiful. If you want to receive admiring glances from others be sure to order NOW. They are well worth the money as they have often been sold for much more than we ask.

Order by
No. J-161E
Price Only **\$2.98**



Agents Wanted—Write King Novelty Co. 2244 COTTAGE GROVE AVE.
CHICAGO, ILL., U. S. A.

EXTRA FANCY HOOP EARRINGS

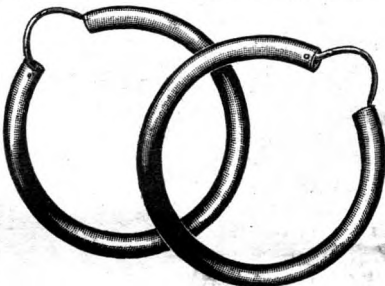


Beautifully Engraved Design on these Earrings. Fine, Bright, Rolled Gold Plated. Very stylish and classy. For pierced Ears. One of our BIGGEST SELLERS. We feel sure that you will delight in wearing them.

Order by No. J-163E

Price **\$1.50**

STYLISH HOOP EARRINGS



Fine, Rolled Gold Plated. Very aristocratic looking. Real Vampy style. High quality—will wear for a life time. For pierced ears. A bargain at our price.

Order by No. J-162E

Price Only **\$1.00**

Spanish Love Perfume



The subtle Fragrance of **SPANISH LOVE PERFUME** may be just the thing to inspire Romance and LOVE. Ladies and Girls take a Tip: Surround yourself with the Sweet, Attractive Odor of **SPANISH LOVE PERFUME**. Picture of Spanish Senorita and handsome Caballero on label, suggestive of Passionate LOVE and Alluring Charm. Enjoy this exquisite Spanish Love Perfume. Use a few drops and help ATTRACT Admiring Attention wherever you go. Thrill your Friends with this Romantic Fragrance. Buy a Bottle of **SPANISH LOVE** Perfume Now.

Order by No. A-203E

Price Only **50c**

STERLING SILVER RING TWIN STONE



Beautiful, rich engraved, **GENUINE SILVER** Mounting set with TWO Brilliant, Lustrous Bright Red Synthetic Rubies. Real Hi-class looking. A beautiful ring that should be praised and admired by all. Wrap a piece of string or paper around finger and mail for size.

Order by No. J-178

Price Only **\$1.50**

Engagement Ring

**Genuine
Sterling
Silver**



Extra large dazzling brilliant white diamond cut gem set in beautifully engraved **STERLING SILVER** Mounting. Comes in Box. Send piece of string or paper showing size.

Order by No. J-155

Price Only **\$1.00**

7 Hearts—Wedding Ring Genuine

Sterling Silver

LOVER'S TOKEN — This beautiful richly jeweled **STERLING SILVER** Wedding Ring will look real pretty on any woman's finger. Set with **SEVEN** Brilliant White Diamond cut stones. Very popular. Send piece of string or paper for size.



Order by No. J-154

Price Only **\$1.00**

Friendship Ring



Extra Fine Quality Good color metal. Bright Finish. Set with two Ruby colored Gems, and four Sparkling Brilliants. Elegantly engraved Buckle. We have called this a **FRIENDSHIP** Ring, and believe you will get much joy in wearing it as a symbol of **FRIENDSHIP** and **LOVE**, or as a fine ornamental piece of Jewelry. This Beautiful Ring can be worn by both Men or Women. Guaranteed to please you or your money refunded. Wrap piece of string or paper around finger and mail for size.

Order by No. J-156

Price Only **\$1.00**

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LATEST STYLE *Fancy* WASH DRESSES

DIXIE GIRL:—Beautiful flowered percale dress. Expensive looking organdy ruffled edge collar. Three large red buttons on blouse. Latest style, short puffed sleeves. Has sash belt that ties in a cute bow in the back. Fancy pocket with organdy ruffle. Full skirt. Guaranteed fast colors. You should just love it and win lots of praise.

COLORS:—Blue, Red, and Black. **SIZES:**—14 to 20 years; 32 to 38 Bust. State size and Color.

No. H-910—Dixie Girl Dress...89¢

89¢



ONLY 98¢

LUCKY LULU:—Gorgeous daisy print, new fashion, percale dress. Crisp white organdy collar, attractively set off with bright colored stitching. Adorable sleeves. Blouse piped across the front. Matching Belt with Buckle. Handy little pocket, and full swing skirt. This Lovely Dress should be your favorite.

HURRY—Order one of these Today. **COLORS:**—Red, Blue, and Black. **SIZES:**—38 to 44 bust. State Size and Color. No. H-906—Lucky Lulu Dress98¢

BARGAIN PRICES

PRETTY LADY:—Real pretty, latest flowered print percale. Attractive bright colored organdy side lapel with overlap and button. Cool cape sleeves. Neck and blouse finished with bright colored tape. Self matching belt with bone buckle. Handy neat pocket on full, graceful skirt. Lovely for larger women—Young looking and slenderizing. You really should look real pretty in a "PRETTY LADY" Dress.

COLORS:—Blue, Brown, and Purple. **SIZES:**—38 to 52 Bust. State Size and Color. No. H-908—Pretty Lady Dress79¢

LAUNDERS WITHOUT FADING



DIXIE GIRL



79¢



LADY LOVE

98¢

LADY LOVE:—Very popular, latest flowered print style. For larger women—Slenderizing and Stylish. Collar and blouse piped in contrasting bias tape. Flattering organdy ruffle on blouse. Neat belt and strong bone buckle. Short capelet sleeves. Flared skirt. A real Bargain and a pleasure to wear. Order your "LADY LOVE" Dress Now.

COLORS:—Blue, Brown, and Navy. **SIZES:**—36 to 52 Bust. State Size and Color.

No. H-911—Price, 98¢

98¢



98¢

BIG APPLE

SWEETHEART GIRL

Attractive dress of Fine Quality, latest style, polka dotted percale. Fancy contrasting white stitching on blouse and cuffs. New puffed sleeves. Darling organdy collar, and pretty tie strings. Neat matching Belt with fancy bone buckle. Just a Dream Dress. Folks should all tell you how Sweet you look.

Order one Today. **COLORS:**—Blue and Red. **SIZES:**—14 to 20 years; 32 to 38 Bust. State Size and Color. No. H-909—Price ..79¢

Buy Several of These Dresses

FREE of extra charge

One Dram PARIS GIRL PERFUME, lovely, sweet, long lasting, alluring fragrance, will be GIVEN to all our customers who purchase any one of the Dresses shown here.

WASHES REAL NICE



PRETTY LADY

79¢



FOLLOW ME BOY

89¢

Beautify Your Appearance

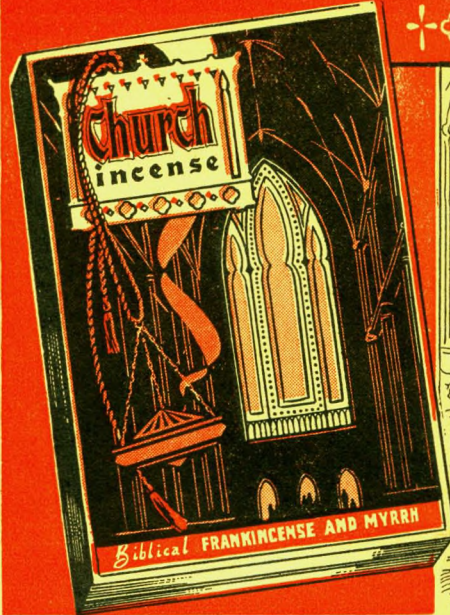
BIG APPLE:—The very Newest! Bright check patterns. Adorable crisp organdy collar piped in bright tape and ties in a pert bow at the neck. Cute, little, fancy shaped handkerchief pocket in blouse with "Big Apple" symbol appliqued on it. Pleated short puff sleeves. Gored wide skirt. **COLORS:**—Dark Blue, Light Blue and Red. **SIZES:**—14 to 20 years; 32 to 38 Bust. State Size and Color. No. H-907—Big Apple Dress98¢

GOOD FITTING

FOLLOW ME BOY:—Just as sweet as can be! Bright attractive flowered percale. Adorable ruffled short sleeves. Same dainty ruffles around collar and on pocket. Girlish tie-back sash, and ties in a fancy bow in the back. Full swing skirt to give this darling style even more class. You should just love this Pretty Dress. Beautify your appearance by ordering this "FOLLOW ME BOY" Dress Today. We are sure you will be pleased. **COLORS:**—Blue, Green, and Red. **SIZES:**—14 to 20 years; 32 to 38 Bust. State Size and Color. No. H-912—Follow Me Boy Dress89¢

Send all orders to KING NOVELTY CO., 2244 Cottage Grove Ave., Chicago, Ill., U. S. A.

Church Incense Biblical Frankincense and Myrrh



The use of incense is as old as the Bible. Read Exodus XXX: "Thou Shalt make an Altar to burn Incense on." FRANKINCENSE and MYRRH have been mentioned in the Song of Solomon and twice in the New Testament. These because of their great cost were only used in Palaces by Kings and in Temples by Priests, but Today you yourself can enjoy like a King the burning of this Church Incense.

COMPLETE BURNING OUTFIT

Place one Black Incense Block on Holder—Pour out the FRANKINCENSE and light. Many claim they get Peace of Mind and have GOOD LUCK and SUCCESS by burning this Special Combination. We make no claims to this effect but sell only as High Quality Incense under the brand name "Church Incense."

POUR INCENSE POWDER ON INCENSE BLOCK

FREE TRAY

No. D-100
Price Only **35c**
3 for \$1.00



MYSTIC INCENSE

Burn Mystic Incense. Then watch for a symbol to **APPEAR** in the Ashes. The Alleged **MEANING** is given in a Booklet included in the box. Many have great Faith in these alleged **Lucky Symbols** but we do not claim they are of any Value and sell only for Amusement. Some People have great fun burning in the evening to determine their so called **LUCK** for the next day, and we hope you will find great entertainment in burning this Incense.

No. D-101
Price only **35c**

Alleged LUCKY SYMBOLS COME OUT IN ASHES



DURBAR INCENSE

NAMED AFTER A HINDU PRINCE DURBAR



BIG BOX

BEST QUALITY

Named after a Hindu Prince. Special cone shaped Incense, similar we believe to the kind used in Ancient India. Very Highly Perfumed and Fragrant. Fills your home with sweetness. A joy to Burn. Comes in Three Odors, Wisteria, Orange Blossom, and Violet. State the one you want.

Order by No. D-102

40 Big Cones in Box 35c

EVENING STAR GARDEN OF OMAR ODOR INCENSE



Folks will think they are in Heaven when they enter your Home and you are burning Evening Star Incense. Very finest, highest quality, modern Incense. Garden of Omar Odor. Each Cube specially wrapped. Often sold as high as \$1.00 Box. But our Special Price 39c.

No. D-103
Price only **39c**



INDIA INCENSE ORIENTAL TYPE



HIGHLY PERFUMED

It is said that burning Incense brings **GOOD LUCK** in Money Matters, Love, Games, and Drives Away Evil, but we make no claims like this; and sell only as India Brand Oriental type Incense for our customers to use for their own particular purpose.

Order by No. D-104

20 Big Cones in Box 25c

SEND ALL ORDERS TO **KING NOVELTY CO.**

2244 COTTAGE GROVE AVE. CHICAGO, ILL., U. S. A.

LUCKY MAN DRESS UP SHIRT and TIE
Both for
\$1.19

BARGAINS for MEN

WEAR THIS to CHURCH and PARTIES

EXTRA FINE QUALITY

NO EXTRA CHARGE for TIE

LUCKY MAN FANCY DRESS-UP SHIRT. Fancy Patterns, Guaranteed Fast Color. Form Fitting Color. Beautiful Tie included with Shirt. Get BOTH and you are all ready for Church, Parties, or going out. Women admire men who wear good looking Shirts. Order your Shirt Today! Get this fine Tie without extra charge.
COLORS—Blue, Green, and Tan. SIZES—14 to 17 Neckband. State Size and Color.
No. D-116—Shirt and Tie.....\$1.19

LUCKY WEAR NECKTIES

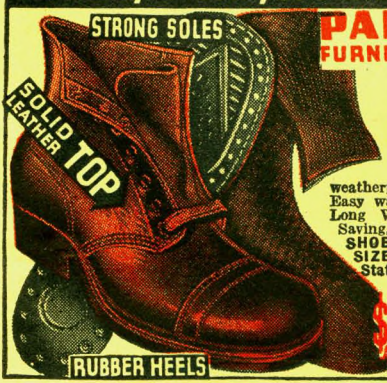
25¢ EACH 3 for 50¢

New Classy **LUCKY WEAR** Rayon Silk Neckties. Fancy assorted Patterns. Latest Stripes and Patterns in Flashy, Bright Colors. Sport some of these handsome Neckties and thrill your girl friend. You'll like them. Order your **LUCKY WEAR** Ties TODAY. Get one for 25¢ or at Special Bargain Price of 3 for 50¢.
No. D-118—Price Each..25¢
Three Ties—All for.....50¢

3 for 50¢

MEN'S LUCKY WEAR SHOES

Built for Comfort and Long Wear



STRONG SOLES

SOLID LEATHER TOP

RUBBER HEELS

PAIR SOCKS FURNISHED WITH SHOES

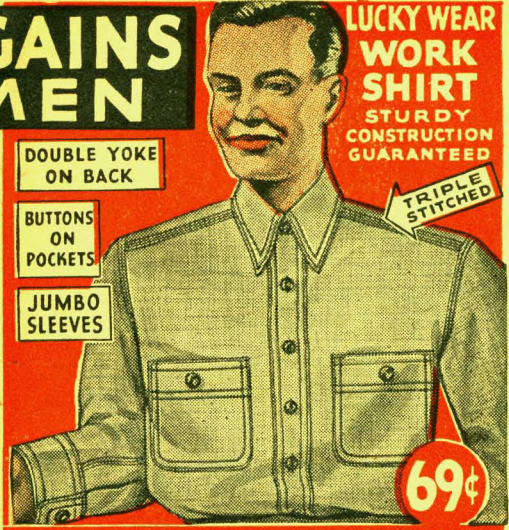
Strong, Long Wearing. Dress-Up Shoes, Durable, Solid Leather Tops—Double and Triple stitched seams. Broad Cupped toe and Blucher Style for Real Foot Comfort. Special composition weatherproof soles to keep Dry. Easy walking Rubber Heels. For Long Wear, Style, and Money Saving, order **LUCKY WEAR SHOES.**
SIZES—8 to 12—Wide Width. State Size.
No. D-120 Pair \$1.78
Socks Also Included

\$1.78

LUCKY WEAR WORK SHIRT

STURDY CONSTRUCTION GUARANTEED

DOUBLE YOKE ON BACK
BUTTONS ON POCKETS
JUMBO SLEEVES



TRIPLE STITCHED

69¢

LONG WEARING WORK SHIRT

LUCKY WEAR Blue Chambray Work Shirt with Jumbo Sleeves—triple stitched seams, two buttoned Patch Pockets, made Strong and made to wear long. **SIZES—14 to 17 Neckband—State Size.**
No. D-117—LUCKY WEAR WORK SHIRT.....69¢

LUCKY WEAR MEN'S SOX

FANCY PATTERNS



19¢ a PAIR

3 PAIR FOR 50¢

RE-INFORCED HEELS and TOES

High-Class, Latest Design Men's Socks. Rayon Silk and cotton combined. Reinforced heels and toes for long wear. Rib-Knit tops fit snug.
COLORS—Red, Tan, Gray, or Blue. SIZES—10 to 12. State Size and Color.
No. D-119—Pair.....19¢
3 Pairs....50¢

MEN'S UNDERWEAR SHIRT and SHORTS HIGH QUALITY

TWO FOR ONE PRICE

MEN'S UNDERSHIRT

High Quality Athletic Style Silk-like, White knitted cotton Shirt. Tubular bound Neck and Armholes. Comfortable and Easy Fitting. A Pleasure to wear. **SIZES — 34-46 Chest.**

ATHLETIC SHORTS

Long Wearing, Comfortable, Cotton Broadcloth Shorts. Elastic side inserts on three button waist band. Roomy seats, strong seams, wide legs. Assorted fancy striped Patterns.
COLORS—Blue, Green, Orange, Brown and Figured. SIZES—32 to 42 waist measure.
No. D-121—Price for BOTH Shirts and Shorts 39¢



RIBBED COTTON SHIRT

BOTH 39¢

BROADCLOTH SHORTS

SEND ALL ORDERS TO KING NOVELTY CO. 2244 COTTAGE GROVE AVE. CHICAGO, ILL., U.S.A.

VAN VAN

SACHET POWDERS INCENSE POWDERS



Worn By Many

TO SMELL SWEET

VAN VAN Sachet Powder smells so Sweet that many people feel that its Delightful, Fragrant Perfume would help them in LOVE affairs. We make no claims that it will help you win in LOVE but if you will sprinkle it on your person or put a little in a Red Flannel Bag and tie around your neck the Delightful Fragrance of the Sachet Powder should surround you wherever you go. Attract admiring attention because you smell so Sweet. Also sprinkle in your dresser drawer to keep your clothes smelling Sweet.



FREE!

RED FLANNEL BAG
This Red Flannel CARRYING BAG FREE with every jar of SACHET POWDER. Send your Order Now.

Order by No. A-204A
Price only

50c

Often Used During SPIRITUAL RITES and SINGING OF PSALMS

Fills Air with Divine Fragrance

You will certainly want to have a box of VAN VAN Incense Powders on hand in your home. Many people burn VAN VAN Incense with the Recital of Psalms. They feel that when they pray and meditate in its sweet fragrance, their Prayers are Answered Better. However we make no claims to this effect.

Sweet Odor

Many people believe that the burning of Incense DRIVES AWAY EVIL and invites LADY LUCK to smile upon them. We make no claims to this effect, but offer VAN VAN Incense Powders only as a highly perfumed Oriental type Incense. Don't take chances and be caught without your VAN VAN Incense Powder. Write for yours Today!



Order by No. A-201A
Price only

50c

VAN VAN PERFUME

STRONG—SWEET—LASTING

Regarded By Many

as **LOVER'S DELIGHT**

and **THE MAGNET OF TRUE LOVE**



Sisters! If you haven't tried VAN VAN Perfume yet, you don't know what you are missing. This Divine smelling Perfume is really strong and good. Many women claim Perfumes like this ATTRACT the Opposite Sex and hold their Loved Ones in their Power. They like Van Van Perfume because it is Loud and Sweet. We make no claims that it is LUCKY or that it will induce LOVE and sell only as a strong concentrated Sweet-Smelling Perfume.

ORDER YOURS NOW

Are you going to let this great opportunity to surround yourself with delightful fragrance slip by? Better hurry and order your VAN VAN Perfume right away!

Order by No. A-203A
Price only

50c

VAN VAN OIL

A Highly Perfumed Oil VERY STRONG

Thousands of Bottles Sold NEVER RISK BEING WITHOUT IT



Artist's Conception of person using VAN VAN OIL

Conjure Men, Spiritualists and Voodoo, it is said, have had Great Faith in a so-called VAN VAN Oil. Many thousands of folks believe in the teachings of these alleged Savants. They believe that the sprinkling of certain kinds of Oil around their Home or anointing their Body with the Oil would produce LUCK or Drive Away Evil. They also sprinkle the Oil on the door step and put it on their clothes. We make no claims that this Oil will Bring Luck or Drive Away Evil and sell only as a compound made of certain oils which we list under the brand name VAN VAN Oil and sell to our customers as a Curio.



Order by No. A-202A
Price only

50c

SEND ALL ORDERS TO **KING NOVELTY CO.** 2244 COTTAGE GROVE AVE. CHICAGO, ILL., U. S. A.

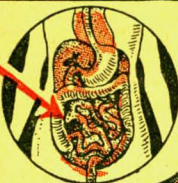
RELIABLE OLD INDIAN TONIC

Are YOU WEAK Sick and Run-Down How Are You Feeling?

Are you nervous, dizzy, sick, run-down, can't enjoy life? That is why I want you to know that BELCHING, SOUR STOMACH, HEADACHE, FOUL BREATH, PAINS IN BACK, HIPS, AND SIDES, COATED TONGUE, NAUSEA, TIRED FEELING, LOSS OF APPETITE, DIZZY SPELLS, all may be due to Constipation or poor Elimination.

ARE YOU SLIPPING?

Are you worrying a lot, finding yourself weak, sick and tired? This condition is often due to inside poisons attacking the body from inactive bowels. That is the time to take OLD INDIAN SYSTEM TONIC.



TRY This TREATMENT

OLD INDIAN SYSTEM TONIC is recommended as a treatment to help you when your troubles come from need of a Laxative. Of course when you suspect Organic trouble call a physician.

JUST TRY ONE BOTTLE

First buy one Bottle—Take it according to Directions. Good for everyone in Family. Send your Order NOW.

Large 1/2-Pint Size

No. M-711

Price Only \$1.00

4 Oz. Size 50c

OLD INDIAN HERB TEA



HERBS
are
GOOD

DRINK HERB TEA

Are you suffering with troubles that result from Constipation such as Sour Stomach, Bad Breath, Pimples, or that Tired, Dragged Down Feeling? OLD INDIAN Herb Tea should help you if you need a good LAXATIVE. Do as the Indians did. Use Herbs. Full directions furnished.

Order by No. M-712

Price Only 25c

6 BOXES FOR ONLY \$1.00



INDIAN

CHIEF

OLD INDIAN RUBBING OIL

For MUSCULAR

Aches and Pains
BACKACHE NEEDS
WARMTH. Rub in Old
Indian Rubbing Oil.
Warms and Soothes
the Muscles. Heat
stimulates the flow
of Blood.



Soothes the Pain

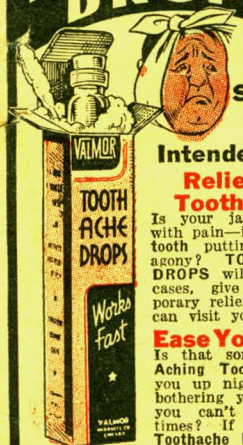
Rub on Back, Arms, Legs,
Wrists, Ankles, or Feet.
Feels good as it warms up
the sore spots. Laborers,
Mechanics, Laundresses,
Maids, Cooks, Farm Hands,
Chauffeurs, Men, Women
and Children need this
Rubbing Oil. Order a
Bottle NOW.

No. M-713

Price Only 35c

3 BOTTLES FOR \$1.00

TOOTHACHE DROPS



Why
Suffer?

Intended for

Relief of Toothache

Is your jaw bursting
with pain—is that bad
tooth putting you in
agony? TOOTHACHE
DROPS will, in most
cases, give you tempo-
rary relief until you can
visit your dentist.

Ease Your Pain

Is that sore, painful,
Aching Tooth keeping
you up nights? Is it
bothering you so that
you can't work day
times? If so, order
Toothache Drops Now.

No. M-714

Price 30c

HEADACHE TABLETS



Intended
for

RELIEF OF HEADACHES

Do your eyes feel like popping? Are
your ears ringing? Do you see Black
Spots? All because of a painful
HEADACHE?

Get the Best You Need

When your HEAD starts to Whirling
you need to do something for it. Order
a box of Headache Tablets and have
them handy so you can get relief
when you need it.

No. M-715

Price Only 25c

TOOTH PASTE and BRUSH



Sweet Breath

PRETTY TEETH

Brush your teeth
every morning with
SWEET-BREATH
TOOTH PASTE.
Have pretty White
Teeth and be ad-
mired by all.

Polishes Gold in

the Mouth
This fine Tooth
Paste Polishes Gold
Teeth and helps
White Teeth to look
Whiter.

Special Combination

Bargain Offer
Sweet-Breath Tooth Paste 35c
High-Grade Tooth Brush 35c
TOTAL VALUE 70c

No. M-716

Both, Only 49c

Agents Wanted—Write King Novelty Co. 2244 COTTAGE GROVE AVE
CHICAGO, ILL., U. S. A

Kiss Me Again Perfume

FAVORS LOVE and ROMANCE

HE LOVES HER
BECAUSE HE
CAN'T RESIST THIS
**ENCHANTING
PERFUME**



THRILLING AROUSING

The Oriental Odor of this Perfume seems like a breath from Ancient Egypt or the South Seas. Passionate, Mysterious, Exciting, it is said to Arouse Sweet Dreams of Romance and LOVE.

Lasting Odor

This Enchanting Perfume is liked real well by the Younger Set and those who like to FEEL YOUNG. Once tried, we feel certain it will become Your Favorite. So Hurry. Order your bottle of KISS ME AGAIN Perfume NOW. You'll Be Thrilled When You Get It.

No. M-717
Price Only... **25c**

LUCKY JICKEY Perfume

A Mysterious Fragrance
that **ATTRACTS** and
TANTALIZES



LUCKY SWEETHEARTS

They are ATTRACTED to each other. The Sweet-Smelling, Soothing Odor of LUCKY JICKEY is all about her. This ATTRACTS him and LOVE is in the Air. Many believe they owe their Good Fortune to LUCKY JICKEY Perfume.

STRONG and LOUD

A drop or two on your handkerchief or clothes; or a Dab on your Lips and Behind your Ears, surrounds you with a Delightful Fragrance, making your personality and charm even more alluring. Order your Bottle of LUCKY JICKEY Perfume Today. You'll sure like it.



SWEET
STRONG
GOOD

JUST
FINE

SELLS
FAST

No. M-718
Price Only... **25c**

TRUE LOVE PERFUME

**KEEP YOUR LOVER
TO YOURSELF**

Feel The Charm OF TRUE LOVE

Ladies and Girls:—Keep yourself Sweet and Fragrant so that whenever HE Gets Near You He Will Be ATTRACTED and never want to go away.



HIS
KISS
WINS



TRUE
LOVE

HE LOVES HER

His TRUE LOVE for her grows Stronger and Stronger every day. When she surrounds herself with Heavenly Sweetness of TRUE LOVE Perfume, his LOVE seems even MORE STRONG.

Sweet Lasting FRAGRANCE

Put a few drops on your handkerchief or clothing. See how you ATTRACT. Notice the Admiring glances of the Men Folks' coming Your Way. Many say they like this Perfume best of all. Order a Bottle Today!

No. M-719
Price Only... **25c**

HUG ME TIGHT Perfume

**HELPS DRAW YOUR LOVER
TO YOU LIKE A MAGNET**



Makes You Smell So
Sweet Your Husband
or Sweetheart Craves
To Hug You Tight.

TRY IT FOR A HAPPY SURPRISE

There's something about this ATTRACTIVE Odor that seems to make MEN want to Cuddle you up in their arms and Hold you very Tight. For a real thing, see this Wonderful Perfume.

Four Drops Lasts All Night

Hug Me Tight Perfume is very fragrant and LONG Lasting. It lingers around you like a fascinating dream and often proves an Exciting Stimulant to LOVE and Romance.



SWEET
AS A
KISS

No. M-720
Price Only.... **25c**

SEND ALL
ORDERS TO **KING NOVELTY CO.**

2244 COTTAGE GROVE AVE.
CHICAGO, ILL., U. S. A.

3 PIECE SET

ONLY 29¢ PER SET

ATTRACTIVE EARRINGS AND NECKLACE SET. Bright Gold colored finish. Lovely link necklace with attractive, fancy pendant set with imitation pearl. Blue, Green, and Red Dazzling stones. Fancy button style Earrings to match.
No. J-286C 29¢ Set

2 PIECE SET

REAL BARGAIN 39¢

PRETTY BRUSH AND COMB SET. Lovely white color with Attractive, Bright Flowered design on Brush. Good, Strong, Stiff Bristles. Fine Quality Comb. Comes packed in lovely box. You'll enjoy smoothing your Hair in place with this Fine Brush and Comb. A Wonderful bargain.
No. D-122 Two-Piece Set. 39¢

14 KARAT GOLD PLATED

ONLY 35¢

SWEETHEART NECKLACE. Beautiful, Gold Plated Necklace with Heart shape pendant. Dainty link style with Safety Clasp. Wear this Necklace as a symbol of LOVE, or as an ornament. Wear one to please your Sweetheart, Friend, or Husband. A Real Bargain.
No. J-287N 35¢ Bargain

ONLY 35¢

FANCY BUTTON EARRINGS. Dainty figured design. Eight, Brilliant, Dazzling White stones surrounding Bright Red Stone. For Unpierced Ears. These Earrings are truly Beautiful. Only 35¢.
No. J-297E 35¢ Price Only 35¢

PAIR 25¢

PRICE ONLY 19¢

PAIR 25¢

LOVELY HOOP EARRINGS. Bright Gold colored finish. For Pierced colored finish. For Pierced and Unpierced ears. Varying this Attractive look-Popular and Attractive.
No. J-288E 25¢ Pair

HORSESHOE BROOCH. Set with Six Dazzling Rhinestones. Enjoy wearing this Attractive look-Popular and Attractive.
No. J-289P 19¢ Each

STYLISH HOOP EARRINGS. Fancy engraved Hoops and Buttons. Bright Gold finish. For Pierced or Unpierced ears.
No. J-290E 25¢ Pair

ONLY 49¢ A PAIR

HOOP EARRINGS. For Pierced Ears. Rolled Gold Plate wires. Fancy octagon engraved design. One of our most Popular Patterns. Quality Guaranteed. Look real Attractive when they flash and dangle from your Ears. Order these Beautiful Earrings Now.
No. J-293E 49¢ Pair

BIRTHSTONE PIN 29¢

Wear the Stone of Your Birthmonth. Each Pin is beautifully engraved with Floral design. Rich looking, Gold colored Finish. Set with a large Birth-month Stone. Order your Pin Now. Give Month of Birth.
No. J-291P 29¢

MEN'S TIE SET 29¢ PER SET

Men and Boys Wear This Tie Set. Includes Silver finish metal Pin and Tie Clip. You attach the Pin to collar underneath Tie and place the clip on the shirt to hold tie in place. Order at this Bargain Price.
No. J-292 29¢

PRICE 25¢

BUDDHA RING. Mystic looking oxidized Silver finish with image of Buddha. The ancient Buddha has been worshipped as a Powerful God. Very unusual looking Ring. Wrap strip of paper around finger and send for size.
No. J-294 25¢ Low Price. 25¢

ONLY 29¢

FANCY DINNER RING. Sparkling, Bright Silver color metal. Set with 11 Dazzling, Brilliant Rhinestones. Looks similar to a \$300.00 Real Diamond Ring. Order yours for only 29¢. Send piece of string for finger size.
No. J-295 29¢ Price

BARGAIN ONLY 25¢

Egyptian Style Ring. A magnificent, strange looking Ring. Consists of a Sheik's Head surrounded by two snakes, one with a Blue Eye, and the other with a Red Eye. Send piece of string for size. Enjoy wearing this Ring.
No. J-298 25¢ Price

PRICE 48¢

PEACOCK RING. For Ladies and Girls. Rich looking oxidized, with Beautiful proud Peacock. Beautiful Blue and Red Sparkling stones set in Peacock's tail. Wrap strip of Paper around finger and mail for size.
No. J-296 48¢ Price

BARGAIN PRICE 25¢

Alleged Good Luck Ring Consists of 3 Emblems of GOOD LUCK. Wishbone, Horseshoe and 4 Leaf Clover. We do not claim this Ring is LUCKY and sell only as a Curio. Send piece of string for size.
No. J-299 25¢ Price

STICKPIN and TIE

Men's Neck Tie, and Horseshoe Stick Pin. Set with 12 Sparkling Stones. Latest Style Fancy Tie.
BOTH for 39¢ D-123 39¢

BIRTHSTONE RING

Get Ring for Your Birth Month

WEAR YOUR BIRTHSTONE RING. Beautiful Gold color Fancy Ring. Attractive engraved design. Set with proper stone to designate Month of Birth. Wrap piece of string or strip of paper around finger and send for size. Give Month of your Birth.
No. J-40— (Give Month) 25¢

EXTRA HEAVY

25¢ LADIES' DRESSING COMB
10¢ MEN'S POCKET COMB

Ladies' Dressing Comb. Best Quality. Heavy Strong Comb. 9 inches long. Both Coarse and Fine Teeth. D-124—Ladies' Comb . . . 25¢
Men's Pocket Comb. Both Coarse and Fine Teeth. About 5 inches long. Always have well groomed Hair. D-125—Men's Comb . . . 10¢